

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Fifth Semester B.Tech Degree (S,FE) Examination January 2022 (2015 Scheme)

**Course Code: HS300****Course Name: PRINCIPLES OF MANAGEMENT**

Max. Marks: 100

Duration: 3 Hours

**PART A***Answer any three full questions, each carries 10 marks.*

Marks

- |   |    |   |     |
|---|----|---|-----|
| 1 | a) | Is Managing a Science or an art? Explain with examples.                         | (5) |
|   | b) | Differentiate between an entrepreneur and a manager on any five valid points?   | (5) |
| 2 | a) | How to manage people and organizations in the context of new era successfully?  | (5) |
|   | b) | What is mean by competitive advantage? State its significance with an example?  | (5) |
| 3 | a) | Why has Frederick Taylor called "The Father of scientific Management"?          | (5) |
|   | b) | Explain contingency approach to management.                                     | (5) |
| 4 | a) | Explain William Ouchi's theory Z of motivation.                                 | (5) |
|   | b) | What is Corporate social responsibility? Give its significance with an example? | (5) |

**PART B***Answer any three full questions, each carries 10 marks.*

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|---|----|--|-----|
| 5 | a) | Differentiate between strategic planning and operational planning.                             | (5) |
|   | b) | Give different types of plans with its characteristics?  | (5) |
| 6 | a) | Explain planning activities performed by managers at different levels.                         | (5) |
|   | b) | List out any five essential requirements of an effective plan and give details about each one? | (5) |
| 7 | a) | What is matrix organisation? Give its features with a neat sketch.                             | (5) |
|   | b) | What is meant by span of control? How to determine the span of control?                        | (5) |

- 8 a) What is rational decision making? Give different stages in rational decision making with details. (5)
- b) Write the characteristics of the following with examples. (5)
- i) programmed and non programmed decisions.

### **PART C**

*Answer any four full questions, each carries 10 marks.*

- 9 a) What is mean by organisational culture? Give any four types, characteristics, and sources. (5)
- b) Distinguish between global and entrepreneurial organising. (5)
- 10 a) What is Manger Inventory Chart? Sate it's any three merits and demerits. (5)
- b) What is Job design? Give the procedure in detail. (5)
- 11 a) What is the need and importance of training? (5)
- b) Classify training methods broadly and give four examples for each case? Also write the steps in a typical training program. (5)
- 12 a) Define the term 'leadership'? What is its importance? List out any four qualities of a leader. (5)
- b) Illustrate how power and authority are utilized by an effective leader with example. (5)
- 13 a) Under what conditions, the autocratic and democratic leadership styles are best suited? Give any two advantages and disadvantages in each case. (5)
- b) What is the fundamental difference between a leader and a manager? Give any four categories of traits of a successful leader in detail. (5)
- 14 a) List out any four characteristics of controlling process with its importance and also write any two limitations. (5)
- b) Write the basic steps involved in a control process of management in detail with a sketch. (5)

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