

Reg. No.

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B.E. / B.TECH. DEGREE EXAMINATIONS, MAY 2024

V and VII Semester

GE18551 – PRINCIPLES OF MANAGEMENT*(Common to BIO, ECE and EEE)***(Regulation 2018/2018A)****TIME: 3 HOURS****MAX. MARKS: 100**

COURSE OUTCOMES	STATEMENT	RBT LEVEL
CO 1	Apply managerial approaches and practice managerial roles as demanded by the current environment of the organization.	3
CO 2	Develop planning process and apply strategies, planning tools and techniques to attain organizational objectives.	3
CO 3	Organize activities in the organization and execute human resource management tasks.	3
CO 4	Execute the appropriate motivational and leadership techniques as demanded by the situation in the organization	3
CO 5	Analyze various control techniques to monitor the progress of activities.	3

PART- A (10 x 2 = 20 Marks)*(Answer all Questions)*

	CO	RBT LEVEL
1. Distinguish between management and administration.	1	4
2. What is the significance of the stakeholders of an organization?	1	4
3. Distinguish between strategic planning and tactical planning.	2	4
4. List the steps in decision making.	2	3
5. Differentiate decentralization and centralization.	3	4
6. Define 'Departmentation'.	3	2
7. What are the differences between formal and informal communication?	4	4
8. How does a leader differ from management?	4	4
9. What are the advantages and disadvantages of budgetary control?	5	4

10. Compare feedback control and feedforward control technique. 5 4

PART- B (5 x 14 = 70 Marks)

	Marks	CO	RBT LEVEL
11. (a) What are the elements which decides the organization culture and elaborate on the different types of culture in an organization.	(14)	1	4
(OR)			
(b) What is your opinion about the functions of management in the global environment.	(14)	1	4
12. (a) Elaborate on the different types of organizational plans and the tools for developing organizational strategies.	(14)	2	4
(OR)			
(b) Define MBO and bring out its features. Elaborate on the steps of MBO.	(14)	2	4
13. (a) Explain the process involved in selecting and recruiting a graduate trainee in organization.	(14)	3	3
(OR)			
(b) What is delegation of authority? Explain the process of delegation authority.	(14)	3	3
14. (a) Explain how job enrichment helps the organization to maintain competitiveness.	(14)	4	4
(OR)			
(b) Elaborate on the essential qualities of a good leader?	(14)	4	4
15. (a) What is control? Explain the various steps involved in the process of controlling.	(14)	5	3
(OR)			
(b) Describe the role of information technology in controlling the opportunities and challenges.	(14)	5	3

PART- C (1 x 10 = 10 Marks)

(Q.No.16 is compulsory)

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| 16. | For any Indian company of your choice, illustrate the concept of Fielder's Contingency theory and Hersey Blanchard's Situational Leadership theory. | (10) | 4 | 5 |
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