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Question Paper Code : 40868

B.E./B.Tech DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2021.

Fifth/Sixth/Seventh/Eighth Semester

Aeronautical Engineering

MG 8591 – PRINCIPLES OF MANAGEMENT

(Common to : Automobile Engineering/Computer Science and Engineering/
Computer and Communication Engineering/Electrical and Electronics
Engineering/Electronics and Communication Engineering/Electronics and
Instrumentation Engineering/Industrial Engineering/ Industrial Engineering and
Management/Instrumentation and Control Engineering/
Mechanical Engineering/Mechanical and Automation Engineering/
Mechatronics Engineering/Robotics and Automation/
Information Technology)

(Regulations 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the roles a manager needs to perform in an organization?
2. How would you interpret the results of Hawthorne experiment?
3. Define planning premises.
4. Distinguish between policy and strategy.
5. When is matrix structure appropriate to organizations?
6. Mention the different stages in career planning.
7. Compare group and individual behavior.
8. What do you mean by job enrichment?
9. State the significance of reporting.
10. Distinguish between direct and preventive control.

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the main characteristics of different types of business organizations with illustrations. (13)

Or

- (b) Differentiate a strong cultured organization from a weak cultured organization. Also explain how to establish and maintain a strong organizational culture? (13)

12. (a) Discuss elaborately the purpose, process and types of planning. (13)

Or

- (b) Classify the different types of decisions. Also discuss the decision-making process. (13)

13. (a) What do you understand by the following elements of organizing namely work specialization, departmentalization, span of control, formalization, centralization and decentralization? (13)

Or

- (b) Define recruitment Discuss the need, process and sources of recruitment in detail. (13)

14. (a) Compare and contrast Maslow, Herzberg and McClelland theory of motivation. (13)

Or

- (b) How would you interpret the results of Ohio state studies, university of Michigan studies, and Blake and Mouton- Managerial grid on leadership theories? (13)

15. (a) What are budgetary and non- budgetary control techniques? Discuss the types and benefits of Non-budgetary control techniques. (13)

Or

- (b) Define Productivity. Discuss how productivity is measured and problems in measuring productivity of knowledge workers. (13)

PART C — (1 × 15 = 15 marks)

16. (a) Suppose you are a HR manager of a multinational company; you are expected to identify the training needs of the employee's in various departments. How will you identify the training needs and what training method(s) would be most effective in training and developing the employee's of this company. (15)

Or

- (b) "Poor communication is the source of interpersonal conflict". Do you agree? Discuss the major functions of communication in organization by elucidating the barriers to effective communication. Also give a guideline for effective communication. (15)
