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Question Paper Code : 50914

B.E./B.Tech. DEGREE EXAMINATIONS, APRIL/MAY 2023.

Fifth/Sixth/Seventh/Eighth/Tenth 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 Engineering(Sandwich)/ 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 is the primary task of a manager?
2. Specify the various decisional roles performed by a manager.
3. Define the terms Strategic Planning and tactical planning.
4. Illustrate mission statement with a suitable example.
5. Identify the meaning of 'Job Design'.
6. State any two differences between formal and informal organisation.
7. What is meant by job enrichment?
8. Mention the Elements of Directing.
9. How budgets are classified based on capacity?
10. List the main problems in budgeting.

PART B — (5 × 13 = 65 marks)

11. (a) Briefly explain the principles of Scientific Management.
- Or
- (b) Explain the different types of Business organization along with its merits.
12. (a) Explain the decision making process in detail.
- Or
- (b) What do you mean by Management By Objectives (MBO)? Discuss its benefits and weaknesses.
13. (a) What do you mean by Functional organization? Explain its features and merits and demerits.
- Or
- (b) Define career development. Explain its purpose and process in detail.
14. (a) Critically examine the meaning of Leader, qualities of a Leader and its Types.
- Or
- (b) Explain any two theories of motivation in detail.
15. (a) How controlling is carried out in organizations? Explain in detail. Also discuss the characteristics of controlling.
- Or
- (b) Elaborate the budgetary control techniques in detail. Outline the advantages of budgetary control techniques.

PART C — (1 × 15 = 15 marks)

16. (a) Analyse the trends and challenges of management in global scenario.
- Or
- (b) Case Study

Nutan Tiffin Box service was started in Mumbai by the Mumbai Dabbawalas. The Dabbawalas who are the soul of entire Mumbai aim to provide prompt and efficient services by providing tasty homemade tiffin to all office goers at the right time and place. The service is uninterrupted even on the days of bad weather, political unrest and

social disturbances. Recently, they have started online booking system through their website 'mydabbawala.com'. Owing to their tremendous popularity amongst the happy and satisfied customers and members, the Dabbawalas were invited as guest lecturer by top business schools. The Dabbawalas operate in a group of 25-30 people along with a group leader. Each group teams up with other groups in order to deliver the tiffins on time. They are not transferred on frequent basis as they have to remember the addresses of their customers. They follow certain rules while doing trade—no alcohol during working hours; no leaves without permission; wearing white caps and carrying ID cards during business hours. Recently, on the suggestion of a few self-motivated fellow men, the Dabbawalas thought out and executed a plan of providing food left in tiffins by customers to slum children. They have instructed their customers to place red sticker if food is left in the tiffin, to be fed to poor children later.

- (i) State any one principle of management given by Fayol and one characteristic of management mentioned in the above case. (10)
- (ii) Give any two values which the Dabbawalas want to communicate to society. (5)