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**Question Paper Code : 72208**

B.E./B.Tech. DEGREE EXAMINATION, APRIL/MAY 2017.

Fourth/Fifth/Sixth/Seventh/Eighth Semester

Civil Engineering

MG 6851 – PRINCIPLES OF MANAGEMENT

(Common to : Mechanical Engineering (Sandwich) / Aeronautical Engineering / Automobile Engineering / Electrical and Electronics Engineering / Electronics and Communication Engineering / Electronics and Instrumentation Engineering / Environmental Engineering / Geoinformatics Engineering / Industrial Engineering / Industrial Engineering and Management / Instrumentation and Control Engineering / Mechanical Engineering / Mechanical and Automation Engineering / Mechatronics Engineering / B.E. Robotics and Automation Engineering / Polymer Technology

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define management.
2. What is an organizational culture?
3. State the purpose of planning.
4. List the planning tools available in business management.
5. What is delegation of authority?
6. Why performance management is important?
7. What is personality?
8. What do you understand on the term 'job enrichment'?
9. What is preventive control in management?
10. Why controlling is important?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the different roles and functions of a manager.
- Or
- (b) Explicate the different types of business organizations.
12. (a) Explain the general planning process adopted by the business organizations.
- Or
- (b) Discuss the eight steps of decision making process.
13. (a) Explain the different types of organizational structures followed by the companies.
- Or
- (b) Describe the Human Resource Management activities in a business organization.
14. (a) Discuss the contemporary theories of motivation.
- Or
- (b) Identify the barriers in communication and explain how to overcome them.
15. (a) Describe in detail about the three steps in the control process.
- Or
- (b) Discuss the uses of computers and IT in Management control.

PART C — (1 × 15 = 15 marks)

16. (a) Explain the issues of organizational culture in modern business organizations.
- Or
- (b) "Job performance of individual is significantly influenced by the employee's attitude" — Discuss.