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Question Paper Code : 53354

B.E./B.Tech. DEGREE EXAMINATIONS, APRIL/MAY 2019.

Fourth/Fifth/Sixth/Seventh Semester

MG 6851 — PRINCIPLES OF MANAGEMENT

(Common to Mechanical Engineering (Sandwich)/Aeronautical Engineering/
Automobile Engineering/Civil Engineering/Computer and Communication
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/Robotics and
Automation Engineering/Polymer Technology)

(Regulation 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define the term 'Management'.
2. Write the meaning of entrepreneur.
3. Define 'Planning'.
4. What is the meaning of Strategic management?
5. What is the meaning of formal organisation?
6. Explain the term 'design'.
7. Outline the meaning of motivation.
8. What is the meaning of leadership?
9. Interpret the meaning of controlling.
10. Name at least four budgetary control techniques.

PART B — (5 × 13 = 65 marks)

11. (a) Is Management art or science? Discuss.
Or
(b) How do you classify the business organisations? Explain.
12. (a) Analyse the importance of planning and also explain the steps involved in it.
Or
(b) Elucidate the types of decisions and explain the process of decision making.
13. (a) Elaborate the merits and demerits of line organisation and staff organisation.
Or
(b) Illustrate the steps involved in the recruitment process.
14. (a) Summarise the methods of motivating employees in organisation.
Or
(b) Examine the characteristics of good communication and also state its barriers.
15. (a) Evaluate the processes of Controlling.
Or
(b) Enumerate the techniques of controlling.

PART C — (1 × 15 = 15 marks)

16. (a) Davinder is a class twelfth commerce student in a reputed school in Punjab. Satinder is his elder brother who is doing his Masters in Hospital Administration from Delhi after completing his B.Sc. course. During vacations when Satinder comes home, Davinder shows him the business studies project that he is preparing on the topic 'Principles of Management'. Satinder tells him that these principles are also a part of MBA course curriculum at the beginner's level as they form the core of management in practice. But he finds these principles different from those of pure science.

In context of the above case :

- (i) Outline the concept of principles of management.
(ii) Why does Satinder find the principles of management different from those of pure science?
(iii) Why do the principles of management form the core of management in practice? Explain by giving any two points highlighting the importance of principles of management.

Or

- (b) Assume you are posted as HR manager in a leading organisation. How will you conduct the recruitment drive for your company? Give details.