

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**FIFTH SEMESTER B.TECH DEGREE EXAMINATION, DECEMBER 2017**

**Course Code: HS300**

**Course Name: PRINCIPLES OF MANAGEMENT**

Max. Marks: 100

Duration: 3 Hours

**PART A**

*Answer any three full questions, each carries 10 marks.*

- |   |  | Marks |
|---|--|-------|
| 1 | a) Define management.  | (3)   |
|   | b) Why management is called an art and science?  | (3)   |
|   | c) In the context of a car manufacturing firm, describe any four elements of the external environment. | (4)   |
| 2 | a) What is meant by competitive advantage?   | (2)   |
|   | b) List any four important features of the organizations of the new era.                               | (4)   |
|   | c) What challenges are faced by the new generation firms?  | (4)   |
| 3 | a) List any four important contributions by FW Taylor.   | (4)   |
|   | b) Why Elton Mayo's studies is called human relations management?                                      | (2)   |
|   | c) State Douglas Mc Gregor's Theory X and Theory Y   | (4)   |
| 4 | a) Distinguish between system approach and contingency approach.                                       | (4)   |
|   | b) Draw 7S Framework.  | (3)   |
|   | c) Describe any one instance of application of Corporate Social Responsibility.                        | (3)   |

**PART B**

*Answer any three full questions, each carries 10 marks.*

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|---|---|-----|
| 5 | a) List any four objectives of planning                                     | (4) |
|   | b) Who require strategic planning? Why?                                     | (3) |
|   | c) Distinguish between plan, goal and procedure.                            | (3) |
| 6 | a) List the steps of the planning process adopted in a production firm.     | (4) |
|   | b) Why the planning of lower level managers is considered easier?           | (3) |
|   | c) List the advantages of Management by objectives.                         | (3) |
| 7 | a) Define span of control.  | (2) |
|   | b) Classify the factors affecting the span of control.                      | (5) |
|   | c) What is meant by departmentation?  | (3) |
| 8 | a) List the merits and demerits of line organization structure (three each) | (6) |
|   | b) Why decision making is a difficult task? (four reasons)                  | (2) |
|   | c) List any two methods to deal with decision making under uncertainty.     | (2) |

**PART C**

*Answer any four full questions, each carries 10 marks.*

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|---|---|-----|
| 9 | a) Write a note on staffing function of management.         | (3) |
|   | b) Give three reasons for the delegation of authority.      | (3) |
|   | c) List out the important characteristics of entrepreneurs. | (4) |

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- 10 a) What is meant by –“Centralization of authority” (3)  
b) List the steps of selecting engineers in a production firm. (5)  
c) List four important interpersonal skills to be possessed by a manager. (2)
- 11 a) Explain the need of Job Design, indicating the factors influencing it. (4)  
b) What is meant by a culture responsive organisation? (3)  
c) List three important characteristics of global type organisation. (3)
- 12 a) How does a leader differ from a manager? (4)  
b) Explain trait approach to leadership and contingency approach. (6)
- 13 a) Describe any two type of leadership styles. (4)  
b) List six important qualities of a leader. (6)
- 14 a) Explain the process of controlling function with the aid of a sketch. (5)  
b) Distinguish between feed back and feed forward control mechanisms. (5)

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