

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SIXTH SEMESTER B.TECH DEGREE EXAMINATION(R&S), MAY 2019

Course Code: HS 300

Course Name: PRINCIPLES OF MANAGEMENT

Max. Marks: 100

Duration: 3 Hours

PART A

Answer any three full questions, each carries 10 marks.

Marks

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|---|---|----|
| 1 | a) What are the different levels of Management? | 2 |
| | b) Explain the Macro and Micro environmental factors. | 8 |
| 2 | List and Explain Managerial roles. | 10 |
| 3 | a) Explain Ouchi's Z theory | 5 |
| | b) Explain McGregor's X and Y theory. | 5 |
| 4 | a) What is Mckinsey's 7-s frame work? | 6 |
| | b) Explain the systems approach in management. | 4 |

PART B

Answer any three full questions, each carries 10 marks.

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|---|--|----|
| 5 | What is MBO? How is it different from conventional planning process? | 10 |
| 6 | Explain the types of Plans with examples. | 10 |
| 7 | a) What is the importance of span of control in management? | 4 |
| | b) Explain the line and staff approach in management. | 6 |
| 8 | a) What is meant by the term Departmentation? | 2 |
| | b) Explain the strategies adopted in Departmentation process with example. | 8 |

PART C

Answer any four full questions, each carries 10 marks.

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| 9 | a) What is the significance of organisational culture in management? | 4 |
| | b) What are the sources of organisational culture? Explain them. | 6 |
| 10 | a) Explain the process of Job Analysis | 5 |
| 11 | b) What are the processes involved in Job Design? | 5 |
| 12 | Give an account on the leadership qualities. | 10 |
| 13 | Differentiate Transactional and Transformational leadership. | 10 |
| 14 | a) Explain Managerial Grid with suitable example. | 4 |
| | b) Explain the basic Control process. | 6 |
