

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

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

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**FIFTH SEMESTER B.TECH DEGREE EXAMINATION, DECEMBER 2018**

**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) List and elaborate five important roles of a manager   | ( 5 ) |
|   | b) With suitable examples, illustrate the Planning, Organizing, Staffing, Leading and Controlling functions of management | ( 5 ) |
| 2 | a) List any four forces of the external environment   | ( 4 ) |
|   | b) Why the management of the organizations of the new era differ from old ones?   | ( 4 ) |
|   | c) "New generation managers are multi skill experts" What do you mean by this?  | ( 2 ) |
| 3 | a) Describe the philosophy of Scientific Management"  | ( 5 ) |
|   | b) List and illustrate the contributions of Gilbreth's  | ( 5 ) |
| 4 | a) What is managerial ethics? Illustrate a situation in which whistle blowers perform ethical duty                        | ( 5 ) |
|   | b) Explain the Mc Kinsey 7S Framework   | ( 5 ) |

**PART B**

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

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|---|---|-------|
| 5 | a) Define the terms: Plan, Objective, Goal, Policy and Rule   | ( 5 ) |
|   | b) Differentiate between Strategic, Administrative and Routine type planning  | ( 5 ) |
| 6 | a) Describe the stages involved in the planning process   | ( 5 ) |
|   | b) With a block diagram, outline the structure of Management by Objectives MBO  | ( 5 ) |
| 7 | a) Distinguish between line and staff functions with the aid of examples  | ( 4 ) |
|   | b) Define the term – Span of Control  | ( 2 ) |
|   | c) What is an organization chart? What are its merits and demerits?   | ( 4 ) |
| 8 | a) Illustrate the difference between programmed and non programmed decisions by highlighting suitable examples                    | ( 5 ) |
|   | b) Describe the following stages in creative process: Unconscious scanning, Intuition, developing insights and logical evaluation | ( 5 ) |

**PART C**

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

- 9 a) Why empowerment is needed? (3 )  
b) Define delegation. Is it possible to delegate authority and responsibility? Why? (4 )  
c) What is recentralization of authority? (3 )
- 10 a) What is a manager inventory chart? (3 )  
b) Distinguish the following: Recruitment, Selection, Placement and Induction (4 )  
c) List the advantages and limitations of interview as a selection technique (3 )
- 11 a) What do you understood by the term Job Design? (3 )  
b) What are the requirements of the staff of the firm in order to call it as a culture responsive firm? (4 )  
c) How entrepreneurs differ from workers? (3 )
- 12 a) List any six qualities of an effective leader (6 )  
b) Distinguish between trait approach and contingency approach to leadership (4 )
- 13 a) Describe transactional and transformational leadership styles (5 )  
b) Illustrate how power and authority are utilized by an effective leader (5 )
- 14 a) Define controlling and illustrate conventional feedback control mechanism (5 )  
b) With a block diagram and highlighting a situation, explain how a feed forward control mechanism works (5 )

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