

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

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

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
Sixth semester B.Tech degree examinations (S), September 2020

**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

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|---|---|-----|
| 1 | a) Explain the challenges that management faces in the new era of managing people and organization.   | (7) |
|   | b) What is the relevance of corporate social responsibility in the present day scenario?  | (3) |
| 2 | a) Innovation leads organizations in market competition. What roles do management has in keeping innovation based competitiveness of an organization?                               | (5) |
|   | b) Explain how the systems approach of management is different from classical management.   | (5) |
| 3 | a) It is considered that F. W. Taylors has contributed significantly to the scientific management. Discuss the major contributions that F. W. Taylor made to Scientific Management. | (7) |
|   | b) Give a more relevant definition for modern management and discuss.   | (3) |
| 4 | a) How does the global environment influence the local management of organizations?   | (5) |
|   | b) Define the features of McGregor's Theory of management.  | (5) |

**PART B**

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

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|---|--|-----|
| 5 | a) Give an account of importance of planning   | (5) |
|   | b) Write notes on departmentation. How does it help the organizations?                 | (5) |
| 6 | a) Differentiate between objectives and policies                                       | (3) |
|   | b) Explain the steps involved in planning by considering a new project implementation. | (7) |

- 7 a) Management by Objectives is a different way of getting things done in a systematic way. How does it ensure the employee cooperation? (5)  
b) What are the different levels of management and how the authorities change? (5)
- 8 a) Demonstrate the levels of planning with a simple example. (3)  
b) Differentiate between decision making under uncertainty and certainty with suitable examples. (7)

**PART C**

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

- 9 a) Explain the uses of a Manager inventory chart. (5)  
b) Discuss the basic management control processes with reference to suitable examples (5)
- 10 a) Give an account of organizational culture and role of employees in its development. (5)  
b) What is job design? Why is it important? (5)
- 11 a) Explain and differentiate selection and recruitment. (5)  
b) Bring about the differences between Transactional and Transformational styles of leadership. (5)
- 12 a) When do the need for decentralization and recentralisation of authorities arise? Discuss with examples. (5)  
b) Explain trait approach to leadership. (5)
- 13 a) Explain Delegation of authority in detail. (5)  
b) Define different dimensions of leadership and make a comparison between them. (5)
- 14 a) What techniques and instruments do help in selection processes? (5)  
b) Discuss the requirements for an effective management control technique. (5)

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