

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

B.Tech Degree S6 (S,FE) / S4 (PT) (S) Examination May 2022 (2015 Scheme)

**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 | Describe the ten managerial roles as popularized by Henry Mintzberg | 10 |
| 2 | a) Why is it important to learn management from an innovative and entrepreneurial perspective? | 5 |
| | b) Identify the elements of the external environment that are likely to be the most important to each of the following: a company president, a sales manager, a production manager, a controller, and a personnel manager. | 5 |
| 3 | a) Explain the systems approach to management with the help of a neat sketch. What is meant by reenergizing the system, in this context? | 7 |
| | b) Describe the conclusion drawn by Mayo from Hawthorne experiment. | 3 |
| 4 | a) Explain McKinsey 7-s Framework. | 7 |
| | b) Describe three ways in which a business organisation may be socially responsive. | 3 |

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

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| 5 | Describe the importance of planning giving at least five arguments. | 10 |
| 6 | a) Explain any four types of plans. | 6 |
| | b) Differentiate between strategic and tactical plans. | 4 |
| 7 | Define the term organisation . Describe the four basic elements of organising. | 10 |
| 8 | a) What do you mean by span of management? Draw and explain the organisation chart for narrow and wide spans. | 8 |
| | b) Distinguish between creativity and innovation | 2 |

PART C

Answer any four full questions, each carries 10 marks.

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| 9 | a) Explain functional authority. | 5 |
| | b) Differentiate between centralization and de-centralization. | 5 |
| 10 | a) What is organisation culture? What is its importance? | 6 |
| | b) Explain staffing process. | 4 |
| 11 | a) Examine the scope of HRM in an organisation. | 6 |
| | b) List four personal characteristics needed in managers | 4 |
| 12 | a) Define leadership. | 2 |
| | b) Explain any two leadership styles based on the use of authority. | 8 |
| 13 | a) Explain transactional leadership. | 6 |
| | b) Is it true that planning and control are closely related? Justify your answer. | 4 |
| 14 | a) Explain the three steps involved in the basic control process | 6 |
| | b) What is budgeting and why is it important? | 4 |
