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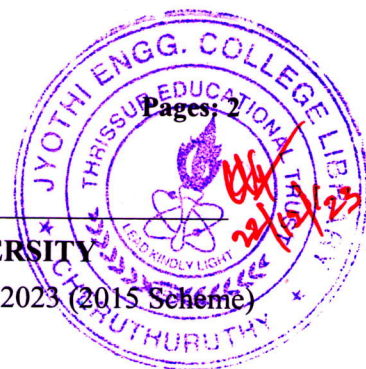
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Reg No.: _____

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APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

B.Tech Degree S5 (S, FE) / S5 (PT) (S, FE) Examination December 2023 (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

- 1 a) The subject of Management is viewed both from a science and an art perspective. (5)
Do you agree? Discuss.
- b) What do you mean by competitive advantage in management? Discuss any four points. (5)
- 2 a) Explain the ten managerial roles put forward by Henry Mintzberg. (10)
- 3 a) What do you mean by systems approach and contingency approach in management? (4)
b) State any three differences between systems approach and contingency approach. (6)
- 4 a) Define Corporate Social responsibility (CSR). Is it relevant that companies should perform CSR activities? (4)
b) Why do companies undertake CSR activities? (6)

PART B

Answer any three full questions, each carries 10 marks.

- 5 a) Elaborate the different steps involved in the planning process. (8)
b) Define strategic planning with an example. (2)
- 6 a) Define Management By Objectives (MBO). (3)
b) Illustrate and explain the steps involved in MBO process. (7)
- 7 a) Distinguish between programmed and non-programmed decisions. (6)
b) State any two differences between wide span of control and narrow span of control. (4)
- 8 a) State any five limitations to decision making. (5)
b) State any five importance of organizing. (5)

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PART C

Answer any four full questions, each carries 10 marks.

- 9 a) Explain the advantages and disadvantages of a management inventory chart. (6)
b) State any four advantages of delegation. (4)
- 10 a) List down three advantages of centralization and decentralization of authority. (6)
b) State the importance of staffing in management. (4)
- 11 a) Distinguish between transactional and transformational leadership styles. (6)
b) Distinguish between contingency approach and trait approach to management. (4)
- 12 a) Describe the eight dimensions of leadership. (8)
b) Define the terms leading and managing in management. (2)
- 13 a) Explain autocratic, democratic and laissez-faire leadership styles in management. (6)
b) Planning is looking forward and controlling is looking back. Substantiate your answer. (4)
- 14 a) How do job analysis and job design help in better management? (6)
b) What is organisational culture? Why is it important? (4)
