

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

B.E/B.TECH DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

Seventh Semester

Electrical and Electronics Engineering

GE3751 – Principles of Management

**(Common to Computer Science and Engineering, Electronics and Communication Engineering
& Information Technology)**

Regulations - 2021

Duration : 3 Hrs

Maximum : 100 Marks

PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Define management.	RE	1	2
2.	Outline the current trends in management.	UN	1	2
3.	Distinguish between strategic planning and operation planning.	AN	2	2
4.	List the various steps involved in the process of policy formulation.	AN	2	2
5.	Compare formal and informal organization.	UN	3	2
6.	Infer any two process of performance appraisal.	UN	3	2
7.	Define leadership.	RE	4	2
8.	Summarize the barriers in effective communication.	UN	4	2
9.	What is an operational planning? And what it must comprise?	RE	5	2
10.	Outline the characteristics of control.	UN	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a Explain the fourteen principles of management recommended by Henry Fayol.	UN	1	13
	Or			
	b Explain in detail about the various types of business organization.	UN	1	13
12.	a Illustrate types of strategies and its characteristics according to Michel Porter.	UN	2	13
	Or			
	b Illustrate the various steps involved in the decision-making process.	UN	2	13
13.	a Discuss in detail about any four types of organization mentioning its advantages and disadvantages.	AP	3	13
	Or			
	b Discuss the process of selection with suitable sketch.	AP	3	13

14.	a	Analyze the early theories of motivation.	AN	4	13
		Or			
	b	Analyze the seven parts of communication process and provide guidelines for the effective communication.	AN	4	13
15.	a	Interpret the techniques of budgetary control and non budgetary techniques control.	UN	5	13
		Or			
	b	Illustrate with neat sketch the various tools and Techniques used in quality control.	UN	5	13

*PART – C (Marks 1*15 = 15)*

<i>Q.No</i>		<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	Rana group has set its objectives of doubling its objectives of doubling profit every three years and sales revenue every four years. Answer the following questions: i. What do you think would be the employee's reaction to this objective? (5) ii. Give your comment on objectives of rana group. (5) iii. Give guidelines for objective settings. (5)	AP	2	15
		Or			
	b	"Management is the art of getting work done through people". Explain the various functions of management in the light of the statement.	AP	1	15