

Register No : _____

THE KAVERY ENGINEERING COLLEGE

(An Autonomous Institution)

B.E/B.TECH DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 2025

Seventh Semester

Artificial Intelligence and Data Science

GE3751 – Principles of Management

(Common to Biomedical Engineering, *Computer Science Engineering, Electrical and*

Electronics Engineering, Electronics and Communication Engineering &

Information Technology)

Regulations - 2021

Duration : 3 Hrs

Maximum : 100 Marks

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

Q.No	Questions	BTL	CO	Marks
1.	Define Management.	L1	1	2
2.	Differentiate between Manager and Entrepreneur.	L2	1	2
3.	List the types of planning.	L1	2	2
4.	Outline the meaning of Policy in planning.	L2	2	2
5.	Define Delegation of Authority.	L1	3	2
6.	Summarize the functions of Human Resource management.	L2	3	2
7.	List the various motivation theories.	L1	4	2
8.	State any two leadership styles.	L2	4	2
9.	Define Controlling.	L1	5	2
10.	Name two common problems associated with low productivity in an organization.	L2	5	2

PART - B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

<i>Q.No</i>		<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a	Discuss the evolution of management thought – Scientific, Human Relations, Systems and Contingency approaches.	L2	1	16
		Or			
	b	Classify and discuss various types of business organizations in detail.	L2	1	16
12.	a	Define the term planning. Apply the planning process steps to develop a marketing plan for a new product launch.	L3	2	16
		Or			
	b	Apply a decision-making framework to solve a production scheduling problem in a manufacturing plant.	L3	2	16

13.	a	Summarize the types of organization structures. Analyze their suitability for different enterprises.	L2	3	16
		Or			
	b	Describe the functions of HR planning, recruitment, selection, training and development. Assess their role in performance management.	L2	3	16
14.	a	Elaborate Maslow's hierarchy of needs theory and Herzberg's theory of motivation.	L2	4	16
		Or			
	b	i Discuss the types of leadership.	L2	4	8
		ii Propose methods to overcome communication barriers with IT support.	L2	4	8
15.	a	i Summarize budgetary and non-budgetary control techniques.	L3	5	8
		ii Analyze how IT systems enhance management control.	L3	5	8
		Or			
	b	i Discuss preventive and direct control methods.	L3	5	8
		ii Evaluate the challenges in maintaining productivity.	L3	5	8