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Question Paper Code: 230ME007 QRN Code: 2300226 Regulation: 2019
B.E. / B. Tech., DEGREE EXAMINATION, NOV / DEC' 2023
FIFTH / SIXTH / SEVENTH SEMESTER – COMMON TO BMC / BEC /
BME

19MEEC1015 – PRINCIPLES OF MANAGEMENT

Duration: Three hours Answer ALL questions Maximum: 100 marks

PART – A (10 x 2 = 20 marks)			Revised Bloom's Cognitive Level	
	CO No.	Question	Question	CO
1. Discuss the features of Administration.	CO1	R		U
2. List the major functions of management.	CO1	R		U
3. Mention the benefits of planning.	CO2	R		U
4. Outline the conditions of decision making.	CO2	U		U
5. Distinguish between authority and responsibility.	CO3	U		U
6. Compare formal and informal organization.	CO3	U		U
7. Define motivation.	CO4	R		U
8. State the importance of effective leadership.	CO4	R		U
9. Distinguish between direct and preventive control.	CO5	U		U
10. Mention the features of controlling process.	CO5	R		U

PART – B (5 x 16 = 80 marks)			CO No.	Marks	Revised Bloom's Cognitive Level
			Question	CO	
11.(a)	Explain the 14 principles of management that Henry Fayol was able to synthesize as a guideline for decision-making and management actions.	16	CO1	U	U

Or					
11.(b)	(i)	Elaborate internal and external factors affecting the organization culture.	8	CO1	U
	(ii)	Explain the different types of business organizations with their merits and demerits.	8	CO1	U
12.(a)	(i)	Outline the process of Managing by Objective with suitable example.	8	CO2	U
	(ii)	Explain the basic steps in the management planning that outlines each task the company must accomplish to meet its overall objectives.	8	CO2	U
Or					
12.(b)		The sales and profit of the Multi National Company (MNC) is suddenly declined". Enumerate the types of strategies that can be adopted to put the business back on track to success.	16	CO2	U
13.(a)	(i)	As a Manager you have been appointed as an interviewer in your organization. You are requested to select a candidate for the post of Mechanical Engineer. Discuss the selection procedure to meet the requirement.	8	CO3	U
	(ii)	Discuss the various strategies adopted in the process of delegation of authority.	8	CO3	U
Or					
13.(b)	(i)	Discuss the importance of performance appraisal for analyzing & recording information about the employee in an organization.	8	CO3	U

(ii)	Explain the line organization with a neat sketch.	8	CO3	U	U
Or					
14.(a)	Motivation is the driving force to attain desired goals" From the statement, elaborate the motivational theories employed by the manager to motivate the employees in an organization.	16	CO4	U	U
Or					
14.(b) (i)	Summarize the guidelines for an effective communication between managers and employees within an organization.	8	CO4	U	U
(ii)	Outline some of the organizational issues that must be addressed when two large firms merge or grow rapidly like Amazon.	8	CO4	U	U
15.(a)	Explain the steps involved in the controlling process executed by the engineer to attain the desired productivity.	16	CO5	U	U
Or					
15.(b)	Explain budgetary and non- budgetary control techniques? Discuss the types and benefits of Non-budgetary control techniques.	16	CO5	U	U

Sl. No.	Cognitive Level	Code	Order	% in Question Paper
1	Remember	R	Lower Order	100
2	Understand	U		
3	Apply	Ap	Higher Order	-
4	Analyze	An		
5	Evaluate	E		
6	Create	C		