

**ANNA UNIVERSITY – 2008**  
**B.E/B.TECH V SEMESTER DEGREE EXAMINATION**  
**COMPUTER SCIENCE ENGINEERING**  
**PRINCIPLES OF MANAGEMENT**

NOV/DEC-2007

**TIME-3 HOUR**  
**MARK-100**

**PART A-(10 X 2=20 MARKS)**

- 1.What is the difference between Management and Administration?
- 2.List the functions of management.
- 3.Define MBO in planning.
- 4.List the forecasting technique used for decision making.
- 5.Site an example for formal and informal organisation.
- 6.Explain span of control in an organisation.
- 7.What is the hierarchy of needs?
- 8.Define effective communication.
- 9.What is budgetary control?
- 10.What is Liberalization?

**PART B-(5 X 16=80 MARKS)**

- 11.(a).(i).Is management an Art, science or profession? Discuss  
(ii).Discuss the various Management approach.
- 11.(b).(i).Explain the fourteen principles of management, as stated by Henry Fayol.
- 12.(a).Define strategic planning? What are the steps involved in planning?  
(Or)
- 12.(b).Define Forecasting. Explain the various forecasting techniques used for decision making process.
- 13.(a).Discuss the merits and demerits of a line and staff organization with examples.  
(Or)
- 13.(b).List the functions of staffing in HRD. Discuss in detail the steps involved in a selection of human resources.
- 14.(a).(i).Discuss the different types of leadership styles.  
(ii).Explain the need Hierarchy related to motivation.  
(Or)
- 14.(b).Define communication, types of communication. Explain the barriers for effective communication.
- 15.(a).(i).Explain how computers are useful in controlling organizational issues.  
(ii).What are requirements for effective control?  
(Or)
- 15.(b).Explain the effect of Globalization and Liberalization in the global business environment with examples.