ANNA UNIVERSITY – 2006

B.E/B.TECH V SEMESTER DEGREE EXAMINATION
COMPUTER SCIENCE ENGINEERING
PRINCIPLES OF MANAGEMENT

TIME-3 HOUR
MARK-100

PART A-(10 X 2=20 MARKS)

1.Distinguish between Management and Administration.

2.What is Scientific Management?

3.What do you mean by a strategy?

4.What is decision making?

5.Why is informal organization needed?

6.What are the limitations of line and staff?

7.Distinguish between creativity and innovation.

8.List the hierarchy of needs.

9.What are the uses of computers in handling the information?

10.What is Globalization?

PART B-(5 X 16=80 MARKS)

11.(a).(i).Is management a science or art? Discuss.

(ii).Discuss the steps in method study.

11.(b).(i).Explain the fourteen principles of management, as advocated by Henry Fayol.

12.(a).What is planning? Explain the steps involved in planning.
                    (Or)
12.(b).What are objectives? How will you set objectives for a manufacturing organization?

13.(a).(i).Explain the nature and purpose of organization.

(ii).Explain the qualitative forecasting.
                    (Or)
13.(b).Explain MBO with a focus on IT industry.

14.(a).(i).Explain Democratic type of leadership with examples.

(ii).Discuss two-factor theory of motivation.
                    (Or)
14.(b).(i).Explain how job enrichment helps organizations to maintain competitiveness.

(ii).Explain the Barriers in communication.

15.(a).(i).What are the requirements for effective controlling?

(ii).What is the role of IT in controlling?
                    (Or)
15.(b).(i).What is productivity? Explain the methods of improving productivity in IT industry.

(ii).Explain the impact of Liberalization quoting examples from software industry.