

Reg.No.:



VIVEKANANDHA COLLEGE OF ENGINEERING FOR WOMEN
[AUTONOMOUS INSTITUTION AFFILIATED TO ANNA UNIVERSITY, CHENNAI]
Elayampalayam – 637 205, Tiruchengode, Namakkal Dt., Tamil Nadu.

Question Paper Code: 8005

B.E. / B.Tech. DEGREE END-SEMESTER EXAMINATIONS – MAY / JUNE 2024

Sixth Semester

Electrical and Electronics Engineering

U19HS603 – PRINCIPLES OF MANAGEMENT

(Regulation 2019)

Time: Three Hours

Maximum: 100 Marks

Answer ALL the questions

Knowledge Levels (KL)	K1 – Remembering	K3 – Applying	K5 - Evaluating
	K2 – Understanding	K4 – Analyzing	K6 - Creating

PART – A

(10 x 2 = 20 Marks)

Q.No.	Questions	Marks	KL	CO
1.	Define 'Management'.	2	K1	CO1
2.	What are the different levels of management?	2	K1	CO1
3.	Recall the list of strategic planning.	2	K1	CO2
4.	Explain 'Tactical Planning'.	2	K2	CO2
5.	Label the team 'Organizational Structure'.	2	K1	CO3
6.	Outline the concept of 'Matrix Organization'.	2	K2	CO3
7.	Summarize the 'Leadership' in management.	2	K2	CO4
8.	Infer the term 'Motivation'.	2	K2	CO4
9.	Interpret the essence of 'Control' in management.	2	K2	CO5
10.	Show the list of 'Coordination' process.	2	K1	CO5

PART – B

(5 x 13 = 65 Marks)

Q.No.	Questions	Marks	KL	CO
11. a)	Summarize the evolution of management theories.	13	K2	CO1
	(OR)			
b)	Compare and contrast the functions of management.	13	K2	CO1
12. a)	Analyze the importance of MBO in strategic planning.	13	K4	CO2

		(OR)			
	b)	Examine the steps involved in the decision-making process.	13	K4	CO2
13.	a)	Organize the types of organizational structures and their implications.	13	K3	CO3
		(OR)			
	b)	Interview the concept of delegation of authority.	13	K3	CO3
14.	a)	Inspect of different leadership styles and their effectiveness.	13	K4	CO4
		(OR)			
	b)	Analyze the role of communication in effective management.	13	K4	CO4
15.	a)	Assess the control process in management and its significance.	13	K5	CO5
		(OR)			
	b)	Interpret the challenges of coordination in large organizations.	13	K5	CO5

PART – C

(1 x 15 = 15 Marks)

Q.No.	Questions	Marks	KL	CO
16.	a) Estimate the various organizational structures with examples illustrating their advantages and disadvantages.	15	K6	CO3
	(OR)			
	b) Abhijeet publishing company: Mr. Abhijeet was the founder of a publishing company specializing in management books within a short span of time, the company proposed and grew very fast. Its sales rose from Rs. 50,000 the first year to Rs. 10 lakhs on three years. The editing production and sales staff grew almost as fast. But the company was having problems and of late uncertainty and confusion grew in the company. New people were making decision to the best of their ability but many of them did not fit together. One of Mr. Abhijeet's key associates suggested that the company ought to have better planning and certainly needed clear policies to guide decision making, by Mr. Abhijeet was unimpressed. His response was that if he took time off to plan and develop policies to days he might not have a company tomorrow, and that he had no choice but to spend his time meeting today's problems as they came up.			
	i. If you were one of the never managers in the company and had taken a course in the basics of management, what would you say to Mr. Abhijeet? Discuss.	8	K6	CO4
	ii. Formulate the importance of planning and policy making to the company if it has to grow effectively.	7	K6	