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Question Paper Code : 91259

B.E./B.Tech. DEGREE EXAMINATIONS, APRIL/MAY 2025.

Seventh Semester

Computer Science and Engineering

GE 3751 — PRINCIPLES OF MANAGEMENT

(Common to : Aeronautical Engineering/Aerospace Engineering/Automobile Engineering/Biomedical Engineering/Computer Science and Design/Computer Science and Engineering (Artificial Intelligence and Machine Learning)/Computer Science and Engineering (Cyber Security)/Computer and Communication Engineering/Electrical and Electronics Engineering/Electronics and Communication Engineering/Electronics and Instrumentation Engineering/Electronics and Telecommunication Engineering/Industrial Engineering/Industrial Engineering and Management/Instrumentation and Control Engineering/Manufacturing Engineering/Marine Engineering/Materials Science and Engineering/Mechanical and Automation Engineering/Mechatronics Engineering/Medical Electronics/Petrochemical Engineering/Robotics and Automation/Safety and Fire Engineering/Artificial Intelligence and Data Science/Bio Technology/Biotechnology and Biochemical Engineering/Chemical Engineering/Chemical and Electrochemical Engineering/Computer Science and Business Systems/Fashion Technology/Food Technology/Handloom and Textile Technology/Information Technology/Petrochemical Technology/Petroleum Engineering/Pharmaceutical Technology/Plastic Technology/Textile Chemistry/Textile Technology)

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the various functions of Management?
2. How does effectiveness differ from efficiency?
3. What are the limitations of MBO?
4. How do planning premises influence the planning process?
5. What is called line authority?

6. State two advantages of centralization.
7. Why is motivation important for individual and organizational success?
8. What is job enrichment?
9. Mention the key steps involved in the controlling process.
10. What is the primary goal of preventive control in an organization?

PART B — (5 × 13 = 65 marks)

11. (a) Describe Henri Fayol's 14 management principles.

Or

- (b) "Management is an art or science?" – Discuss.

12. (a) Explain the various forecasting techniques used for decision making process.

Or

- (b) Distinguish between programmed and non-programmed decisions and discuss the modern approaches to decision making under uncertainty.

13. (a) What do you understand by organization chart? Explain the basis of the departmentalization.

Or

- (b) Analyze the position requirements, important characteristics of job design and characteristics needed by managers.

14. (a) Elucidate the different leadership styles and explain in detail about the Blake and Mouton's managerial grid.

Or

- (b) Discuss Maslow's hierarchy of needs theory and its implications for motivating employees in the workplace.

15. (a) Write a detailed note on budgetary and non-budgetary control techniques.

Or

- (b) Analyze and evaluate the benefits and challenges of using IT in management control.

PART C — (1 × 15 = 15 marks)

16. (a) A retail company is facing declining sales due to increased competition from e-commerce platforms. Develop a strategic plan to revitalize sales and improve market share.

Or

- (b) Suppose you are the CEO of a company considering investing in a new project, what factors would you consider when making this decision?
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