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Question Paper Code : 81513

B.E./B.Tech. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2025.

Seventh/Eighth 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 System/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. Define management.
2. What do you mean by partnership?
3. Specify the nature of planning.

4. Give the meaning of planning premises.
5. Write the meaning of recruitment.
6. What is decentralization?
7. Define motivation.
8. Write a note on job-enrichment.
9. How is control classified?
10. State the importance of reporting.

PART B — (5 × 13 = 65 marks)

11. (a) Describe the evolution of management.
Or
(b) Classify various types of organization you know with examples.
12. (a) Elaborate the steps in planning and explain them.
Or
(b) Explain the process of decision making.
13. (a) Discuss various organizational structures and its suitability to industry.
Or
(b) Apply the selection process for the beginners in the engineering career.
14. (a) Compare Maslow and Herzberg theories of motivation.
Or
(b) Discuss various types of leadership and suggest two leadership types that suit the young generation.
15. (a) Discuss how computers are helpful for business specifically for controlling activities.
Or
(b) Discuss various controlling techniques and their purposes.

PART C — (1 × 15 = 15 marks)

16. (a) Bruce, a research chemist for a major petro-chemical company, wrote a dense report about some new compounds he had synthesized in the laboratory from oil-refining by-products. The bulk of the report consisted of tables listing their chemical and physical properties, diagrams of their molecular structure, chemical formulas and data from toxicity tests. Buried at the end of the report was a casual speculation that one of the compounds might be a particularly safe and effective insecticide. Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides. After six months of research, someone uncovered Bruce's report and his toxicity tests. A few hours of further testing confirmed that one of Bruce's compounds was the safe, economical insecticide they had been looking for. Bruce had since left the company, because he felt that the importance of his research was not being appreciated. Analyze the communication system of the organization and apply suitable motivational theory to overcome the problem.

Or

- (b) Ram shoe is a footwear manufacturer in south India and it wants to be market leader in South India. Initially they wanted to make a target for three months and it was fixed as 2,50,000 units. They wanted to make proper planning and so they did alternative plans and they had lot of doubts to be cleared. They chose the alternative which was yielding maximum profit. Simultaneously they were also working on other project also. Develop a planning process for the Ram Shoe in footwear manufacturing sector.

