

CBCS SCHEME

USN

--	--	--	--	--	--	--	--	--	--

15CT36

Third Semester B.E. Degree Examination, June/July 2018 Management Theory - Principles & Practices

Time: 3 hrs.

Max. Marks: 80

Note: Answer any FIVE full questions, choosing one full question from each module.

Module-1

- 1 a. Define Management. Enumerate the contribution of FW Taylor to the early management approach. (09 Marks)
b. Explain 14 Administrative principles applicable to middle and top level managers. (07 Marks)

OR

- 2 a. Justify management is an Art and science. (08 Marks)
b. How Japanese Management Technique is different from that of American? Explain briefly. (08 Marks)

Module-2

- 3 a. What is sole proprietorship? Explain its features. (08 Marks)
b. Briefly explain types of Debentures. (08 Marks)

OR

- 4 a. Differentiate Public and Private Enterprise. (09 Marks)
b. Define Co-operative societies. List the advantages and limitations of co-operative societies. (07 Marks)

Module-3

- 5 a. Define controlling. Briefly explain the steps involved in controlling process. (08 Marks)
b. What is planning? What are the purposes of planning? (08 Marks)

OR

- 6 a. Briefly explain the steps involved in planning. (08 Marks)
b. Define Directing. Explain the principles of effective direction. (08 Marks)

Module-4

- 7 a. Explain Scalar Organization with a typical flow chart. Also list out the advantages, limitations and application of scalar organization. (09 Marks)
b. What is span of control? Explain the types of span of control. (07 Marks)

OR

- 8 a. Briefly explain Management by Objectives. Mention its advantages and limitations. (10 Marks)
b. Write a short note on : i) Selection process ii) Recruitment. (06 Marks)

Module-5

- 9 a. Explain needs Hierarchy theory. (06 Marks)
b. Define communication. Explain the communication process with a flow chart. (10 Marks)

OR

- 10 Briefly explain the following :
i) Benchmarking ii) Six Sigma iii) e-governance iv) Re-engineering. (16 Marks)

* * * * *

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.