

CBCS SCHEME

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15CT36

Third Semester B.E. Degree Examination, Dec.2018/Jan.2019 Management Theory – Principles and Practices

Time: 3 hrs.

Max. Marks: 80

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

Module-1

- 1 a. Explain how management is an art and science. (08 Marks)
b. Explain the nature and characteristics of management. (08 Marks)

OR

- 2 a. Explain Henry Fayol's principle of management. (08 Marks)
b. Compare American and Japanese management practices. (08 Marks)

Module-2

- 3 a. Differentiate between Public and Private companies. (08 Marks)
b. Explain the sources of finance available for Business organization. (08 Marks)

OR

- 4 a. What is Sale Proprietorship? What are its merits and demerits? (08 Marks)
b. What is a Cooperative society? What are the principles of co-operative society? (08 Marks)

Module-3

- 5 a. Briefly explain the various functions of Management. (08 Marks)
b. Explain the types and importance of planning. (08 Marks)

OR

- 6 a. Explain any four sources of Authority. (08 Marks)
b. What are various steps involved in planning. (08 Marks)

Module-4

- 7 a. What is MBO? What are the steps involved in the process of MBO? (08 Marks)
b. Explain the sources of Recruitment. (08 Marks)

OR

- 8 a. What is Span of control? Explain the types of span of control. (08 Marks)
b. What is Staffing? What are the features and importance of staffing? (08 Marks)

Module-5

- 9 a. Define Leadership. Explain the qualities of a good leader. (08 Marks)
b. What are the steps involved in benchmarking? (08 Marks)

OR

- 10 a. Define Communication. Explain the types of communication. (08 Marks)
b. Briefly explain E – governance and Re – Engineering. (08 Marks)

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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.