

CBCS SCHEME

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17CT36

Third Semester B.E. Degree Examination, June/July 2019 Management Theory, Principles and Practices

Time: 3 hrs.

Max. Marks: 100

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

Module-1

- 1 a. Explain how management is both art and science. (10 Marks)
b. What are the functions of management? Explain. (10 Marks)

OR

- 2 a. Explain scientific management theory. (10 Marks)
b. Explain how management plays an important role in developed countries. (10 Marks)

Module-2

- 3 a. List and explain the merits and demerits of partnership. (10 Marks)
b. Explain the steps involved in the formation of joint stock company. (10 Marks)

OR

- 4 a. Explain the merits and demerits of sole proprietorship. (10 Marks)
b. Differentiate between partnership and cooperative company. (10 Marks)

Module-3

- 5 a. Explain the various steps involved in planning. (10 Marks)
b. Explain directing and controlling in management. (10 Marks)

OR

- 6 a. Explain the five principles of management. (10 Marks)
b. What is planning? Explain the nature and characteristics of planning. (10 Marks)

Module-4

- 7 a. What are the basic principles of MBO for sound organization? (10 Marks)
b. Explain the functions and advantages of staffing. (10 Marks)

OR

- 8 a. List and explain the factors influencing span of control. (10 Marks)
b. Explain the importance of direction. (10 Marks)

Module-5

- 9 a. What is communication? Explain the different systems of communication. (10 Marks)
b. Explain six-sigma concept. (10 Marks)

OR

- 10 a. Explain Maslow's motivation theory. (10 Marks)
b. What is benchmarking? Explain the different types of benchmarking. (10 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.