

Reg No .....

Name:.....

**B.VOC DEGREE EXAMINATION,SEPTEMBER 2016**

**THIRD SEMESTER - CORECOURSE(SOFTWARE DEVELOPMENT)**

**VSD3G05TB – PRINCIPLES AND PRACTICES OF MANAGEMENT**

**Time : Three Hours**

**Maximum :80 Marks**

**Part A**

*[Answer all questions,Each question carries 1 mark]*

1. What is scientific management?
2. What do you mean by a strategy?
3. What are the limitations of line & staff authority?
4. Distinguish between creativity and innovation?
5. What is globalization?
6. Why is informal organization

(6×1=6)

**Part B**

*Answer any Seven questions in one or two sentences*

*Each question carries 2 marks*

7. 'Management is both Science and Art'. Discuss.
8. Differentiate between Management and Administration.
9. Explain Staffing.
10. Explain the nature and characteristics of Direction.
11. Give Henry Fayol's Fourteen Principles of Management?
12. What are objectives? How will you set objectives for a manufacturing organization?

13. Discuss motivation.
14. Explain Mission.
15. Explain Hawthorne Studies
16. Explain SWOT Analysis.

(7×2=14)

### **Part C**

*Answer any Five questions in 50 words each*

*Each question carries 6 marks*

17. 'Communication is the Essence of Management' , Discuss.
18. What is MBO? Explain its features, process and types.
19. Explain Maslow's Hierarchy of Needs.
20. Explain Mckinsey's 7s Model.
21. Explain Organization and its types.
22. What are the roles of a Manager?
23. Explain the different sources of recruitment.

(5×6=30)

### **Part D**

*Answer any two questions in 100 words*

*Each question carries 15 marks.*

24. Explain Principles of Management
25. Explain Planning. What are the Steps involved in Planning Process
26. Explain Decision Making Steps in Management.
27. Explain Leader, Qualities of a Leader and Types of Leaders.

(2×15=30)

