

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. Define management
2. What do you mean by a strategy?
3. Define decentralization
4. Distinguish between creativity and innovation?
5. What is globalization?
6. Define Motivation.

(6×1=6)

Part B

Answer any Seven questions in one or two sentences

Each question carries 2 marks

7. What is meant by delegation.
8. 'Management is both Science and Art'. Discuss.
9. Differentiate between Management and Administration.
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. List the components of communication process.

14. Explain organizing.
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. Distinguish between formal and informal organization.
25. Explain Planning. What are the Steps involved in Planning Process
26. Explain Decision Making Steps in Management.
27. What tools and techniques do you suggest to improve productivity in Indian Organizations?

(2×15=30)

