

Reg. No. \_\_\_\_\_ Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

FIRST SEMESTER REGULAR MCA DEGREE EXAMINATION, DEC 2016

**RLMCA107- PRINCIPLES OF MANAGEMENT**

Duration: 3 Hours

Max Marks: 60

**PART A**

*Answer All Questions. Each question carries 3 marks*

1. What are the skills needed for a manager?
2. Differentiate between proactive planning and reactive planning
3. Explain Unity of command, Scalar chain and Esprit de corps principles' of management proposed by Fayol.
4. Define Management by Objectives.
5. What is span of control? How does it influence managerial operations?
6. State the relevance of manpower inventory.
7. When and why is authority delegated?
8. What is meant by Total Quality Management? Specify the elements of Total Quality Management.

**PART B**

*Answer any one question from each module. Each question carries 6 marks*

**MODULE I**

9. Discuss the various functions which constitute the process of Management and discuss each of them briefly.

**OR**

10. What is decision making? Discuss the decision making process with a neat diagram.

**MODULE II**

11. Explain any 6 principles of management proposed by Henry Fayol.

**OR**

12. Compare open system approach and closed system approach of management.

**MODULE III**

13. Explain SWOT analysis.

**OR**

14. What are various kinds of Plans? Briefly describe the purpose and advantages of each type?

**MODULE IV**

15. Compare functional and matrix organization structure with proper example. Which of these will be appropriate for a large manufacturing enterprise?

**OR**

16. Discuss the meaning, importance and methods of Departmentation.

**MODULE V**

17. Explain the merits and limitations of various off the job training techniques.

**OR**

18. Define Performance Appraisal. Briefly review any 2 methods of performance appraisal .

**MODULE VI**

19. How do McGregor's Theory of X and Theory Y of human behavior help motivation of employees? Do you think an integrated approach and mix up of these theories , may be more effective in our country?

**OR**

20. Define Marketing Mix? Describe the components of Marketing Mix?