



PG – 604

II Semester M.T.A./M.T.T.M. (Integrated Course) Degree Examination,
June 2016
(CBCS) (2014 – 15 Scheme)
2.3 : PRINCIPLES OF MANAGEMENT

Time : 3 Hours

Max. Marks : 70

Instruction : Answer the questions as per the **instructions** given.

SECTION – A

1. Answer **any ten** of the following sub-questions. **Each** sub-question carries **two** marks. (10×2=20)
- What is Management ?
 - What do you mean by 'scientific management' ?
 - What is a 'Programme' ?
 - Define span of control.
 - What is semi-structured decision ?
 - Distinguish between Authority and Responsibility.
 - What is a matrix structure ?
 - Define Organization.
 - Give the features of coordination.
 - What is TQM ?
 - What is Zero Budgeting ?
 - Distinguish between MBO and MBE.

SECTION – B

Answer **any four** of the following questions. **Each** question carries **five** marks. (4×5=20)

- Is management a profession ? Explain.
- What are the factors governing span of control ?

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4. Explain the barriers of delegation of authority.
5. What are the requisites for effective coordination ?
6. Explain the steps involved in control process with a suitable example.
7. 'Control is necessary for every organization'. Why ?

SECTION - C

Answer **any two** of the following questions. **Each** question carries **fifteen** marks. (2x15=30)

8. As a marketing manager of a Travels Company how will you plan to have a tie-up with premier grade hotels in any foreign country.
9. Explain the various steps in decision-making. What are the problems faced by managers in decision making ?
10. What is the need for control ? What are the essentials of an effective control system ?