

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

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
FIRST SEMESTER MCA DEGREE EXAMINATION, DECEMBER 2018

**Course Code: RLMCA107**

**Course Name: PRINCIPLES OF MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

**PART A**

*Answer all questions, each carries 3 marks.*

Marks

- |   |  |     |
|---|--|-----|
| 1 | Management is an art and science. Comment on this statement. | (3) |
| 2 | Why the scientific management is essential?                  | (3) |
| 3 | Write short note on standing plan.                           | (3) |
| 4 | What is unity of command? Write its benefits.                | (3) |
| 5 | Write the difference between training and development.       | (3) |
| 6 | What is labour turn over? How it can be reduced?             | (3) |
| 7 | Illustrate Product Life Cycle.                               | (3) |
| 8 | What are the benefits of Benchmarking?                       | (3) |

**PART B**

*Answer six questions, one full question from each module and carries 6 marks.*

**Module I**

- |   |  |     |
|---|--|-----|
| 9 | Illustrate various levels of management. | (6) |
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**OR**

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|----|---|-----|
| 10 | Explain the decision making process in an organisation. | (6) |
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**Module II**

- |    |  |     |
|----|--|-----|
| 11 | Write about the Henry Fayol 14 principles in management. | (6) |
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**OR**

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|----|--|-----|
| 12 | Describe the features of management as a system. | (6) |
|----|--|-----|

**Module III**

- |    |  |     |
|----|--|-----|
| 13 | Explain about the nature and importance of planning. | (6) |
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**OR**

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|----|---|-----|
| 14 | (a) What is SWOT analysis?                                    | (2) |
|    | (b) Conduct SWOT analysis of any organisation of your choice. | (4) |

**Module IV**

- 15 (a) Explain with line diagram matrix organization structure. (4)  
(b) What are its merits and demerits? (2)

**OR**

- 16 (a) Discuss the project organization structure. (4)  
(b) What are its merits and demerits? (2)

**Module V**

- 17 (a) What is staffing? (2)  
(b) Differentiate between on the job training and off the job training process. (4)

**OR**

- 18 How the selection process of employee is made in an organization. (6)

**Module VI**

- 19 Discuss about the ISO 14000 certification. (6)

**OR**

- 20 (a) Define marketing? (2)  
(b) Explain various elements in marketing mix. (4)

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