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Question Paper Code	12262
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B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV / DEC 2023

Seventh semester

Electronics and Communication Engineering

(Common to Electrical and Electronics Engineering, Electronics and Instrumentation Engineering, Instrumentation and Control Engineering, Mechanical Engineering, Artificial Intelligence and Data Science, Sixth Semester - Computer Science and Engineering, Information Technology & Computer and Communication Engineering)

20HSMG601 - PRINCIPLES OF ENGINEERING MANAGEMENT

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|-----------------------------------------------------|-------------------------------|
| 1. Define the term Management. | 2,K1,CO1 |
| 2. How does an Entrepreneur differ from a Manager? | 2,K1,CO1 |
| 3. Relate different types of Decisions. | 2,K2,CO2 |
| 4. Distinguish Policies, Programmes and Procedures. | 2,K2,CO2 |
| 5. Explain the meaning of Formal Organization. | 2,K2,CO3 |
| 6. Interpret 360 Degree Performance Appraisal. | 2,K2,CO3 |
| 7. Recite different Types of Motivation. | 2,K2,CO4 |
| 8. Summarize Communication. | 2,K2,CO4 |
| 9. What is an Intellectual Property Right? | 2,K2,CO5 |
| 10. Compare disruptive and breakthrough innovation. | 2,K2,CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Discuss about the contributions of Henry Fayol in the field of management. *13,K2,CO1*
- OR**
- b) Explain the salient features of Joint Stock Companies with merits and demerits. *13,K2,CO1*
12. a) Explain the different planning tools and techniques with suitable illustrations. *13,K2,CO2*

OR

- b) Elaborate the steps involved in Planning Process in detail. *13,K2,CO2*
13. a) Examine the bases for Departmentation in an organization. *13,K2,CO3*
- OR**
- b) Trace the reasons for Line and Staff Conflicts. Discuss in detail about the ways and means to overcome Line and Staff Conflicts. *13,K2,CO3*
14. a) Discuss Maslow theory and Theory X and Y of Motivation. *13,K2,CO4*
- OR**
- b) What are the barriers to communication? Discuss in detail about the strategies that could be employed to overcome these barriers *13,K2,CO4*
15. a) Explain the Principle of Ethics for Engineering Management. *13,K2,CO5*
- OR**
- b) Discuss in detail about the Modern Techniques employed in Engineering Management. *13,K2,CO5*

PART - C (1 × 15 = 15 Marks)

16. a) Explain about the “On the Job and Off the Job” Methods practiced in corporate world today. *15,K2,CO3*
- OR**
- b) Discuss the Role of Industry 4.0 - Engineering Management in Modern Business. *15,K2,CO5*