

Reg. No.....

(Pages : 2)

L 5535

Name .....

**FOURTH SEMESTER M.C.A. DEGREE EXAMINATION  
NOVEMBER/DECEMBER 2004  
PRINCIPLES OF MANAGEMENT**

Time : Three Hours

Maximum : 75 Marks

**Part A**

*Answer all questions.*

*All questions carry equal marks.*

[Maximum : 30 marks]

1. Explain in brief some of the non-financial incentives.
2. Give a brief descriptions about Managerial functions.
3. Explain in brief the scientific decision-making process.
4. Contrast between the line and staff organization structure.
5. What do you mean by planning premises ?
6. Differentiate planning and forecasting.
7. Explain in brief about delegation of authority.
8. What are the steps involved in manpower planning ?
9. Explain in brief about executive development program.
10. What do you mean by Mock interview ?

**Part B**

*Answer any two questions from each module.*

*All questions carry equal marks.*

[Maximum : 45 marks]

**MODULE I**

11. What do you mean by product development and project development in an I.T. Organization ? How optimal mix of product and project development can be used as a strategy to ensure retention of skilled software professionals ?
12. What is meant by Human relations approach in Management ?
13. What are the major features of strategic decision and tactical decision ? How do you differentiate between the two ?

**MODULE II**

14. Explain the role of personnel department in Business Process Outsourcing (BPO) operations.
15. Illustrate the application of probabilistic models in Management.
16. What are the behavioural implications of control ? Discuss some methods of overcoming the behavioural problems of control ?

**Turn over**

## MODULE III

17. What is meant by performance appraisal ? Describe the methods employed.
18. How will you identify training need of an employee ? What are the major areas in which employees need training ?
19. Point out the sources of manpower recruitment. What sources will you prefer to recruit managerial personnel and why ?