



PG – 739

III Semester P.G. Degree Examination, December 2016
(CBCS)
MANAGEMENT PERSPECTIVES (Open Elective)

Time : 3 Hours

Max. Marks : 70

PART – A

Answer **all** the questions. **Each** question carries 2 marks. (10x2=20)

1. a) Distinguish between Creativity and Innovation.
- b) What are quality circles ?
- c) List the hierarchy of needs as per Maslow.
- d) What is Globalization ?
- e) What is decision making ?
- f) What is the meaning of Scientific Management ?
- g) Explain the term 'strategy'.
- h) Distinguish between administration and management.
- i) What are Budgets ?
- j) What do you mean by 'Brain-storming' ?

PART – B

Answer **any four** of the following. **Each** question carries 5 marks. (4x5=20)

2. Explain the meaning of SWOT analysis with an example.
3. Briefly discuss the functions of Human Resource Department.
4. What are the barriers to effective communication ?
5. Is Management a Science or Art ? Discuss.
6. Explain the difference between Line and Staff organizations with suitable diagram.
7. What is a team ? Elucidate the characteristic features of successful teams.

P.T.O.



PART – C

Answer **any three** of the following . **Each** question carries **10** marks. **(3×10=30)**

8. Explain the various functions of Management.
 9. What is planning ? Explain the steps involved in planning.
 10. Explain the process of controlling with an example.
 11. Discuss the various leadership styles adopted in organizations.
 12. What do you mean by departmentalization ? Discuss in detail about the different types of departmentalization.
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