

COURSE CODE - 6041201

M.PHIL DEGREE EXAMINATION -JAN 2009

M.PHIL (MANAGEMENT)

MANAGEMENT TECHNIQUES

(For Candidate Admitted from Calendar 2007 Onwards)

Time: 3 Hours

Max.Marks:100

Section - A

Answer ALL the Questions:

10 X 3 = 30

1. What is Management?
2. Explain the term M.B.E?
3. What are the types of leadership?
4. Explain the term hierarchy?
5. What is decision making?
6. Define the term motivation?
7. Explain ethics?
8. What is market?
9. What is a market segment?
10. Explain the term H.R.D?

Section - B

Answer any FIVE Questions:

5 X 6 = 30

11. Write about the evolution of management?
12. What are the types of decision making?
13. Explain about the span of control?
14. What is social audit?
15. Explain about the GE Matrix?
16. Give brief description of the product life cycle?
17. What are the steps involved in career planning?
18. Explain the role HR Function?

Section - C

Answer any TWO Questions:

2 X 20 = 40

19. What are the different types of leadership? Give description of each?
20. Give detail explanation on S.W.O.R analysis?
21. Discuss about the concept on Human resources development and explain about HRD Systems.