



**SRM VALLIAMMAI ENGINEERING COLLEGE**

**(An Autonomous Institution)**

**SRM Nagar, Kattankulathur – 603 203**



**QUESTION BANK**

**MG8591 – PRINCIPLES OF MANAGEMENT**

**(Common to VII Semester CSE and IT)**

**Regulation – 2017**

**Academic Year 2021 – 2022 (ODD SEMESTER)**



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DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING

## QUESTION BANK

### UNIT – I – INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS

#### SYLLABUS:

Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers - managerial roles and skills – Evolution of Management – Scientific, human relations, system and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company-public and private sector enterprises - Organization culture and Environment – Current trends and issues in Management.

#### PART- A

S.NO	QUESTIONS	BT BTL	COMPETENCE	CO
1	What are the functions of Management?	BTL 1	Remembering	CO1
2	Is Management a Science or Art?	BTL 2	Understanding	CO1
3	Classify the roles of a manager.	BTL 3	Applying	CO1
4	Compare Administration & Management.	BTL 4	Analysing	CO1
5	Write down the skills required by manager at different BTLs.	BTL 5	Evaluating	CO1
6	Discuss the concept of scientific management.	BTL 6	Creating	CO1
7	Define Management.	BTL 1	Remembering	CO1
8	State the characteristics of Managers.	BTL 2	Understanding	CO1
9	How would you Compare effectiveness and efficiency?	BTL 3	Applying	CO1
10	Write the conclusion can you draw from Hawthorne experiments.	BTL 4	Analysing	CO1
11	Give brief note on Business Environment.	BTL 5	Evaluating	CO1
12	Explain systems approach to management.	BTL 6	Creating	CO1
13	What is meant by Esprit De Corps?	BTL 1	Remembering	CO1
14	Compare time and motion study.	BTL 2	Understanding	CO1
15	State your understanding of the term gang plank.	BTL 3	Applying	CO1
16	Classify the types of organisations.	BTL 4	Analysing	CO1

17	Define the term Scalar Chain.	BTL 1	Remembering	CO1
18	Write your understanding on Organisational Culture.	BTL 2	Understanding	CO1
19	What is the impact of environmental factors towards business?	BTL 1	Remembering	CO1
20	What is Globalization?	BTL 1	Remembering	CO1

<b>PART- B</b>						
<b>S.NO</b>	<b>QUESTIONS</b>		<b>BT BTL</b>	<b>COMPETENC E</b>	<b>CO</b>	
1	Define the term Management and explain the various functions of Management.		(13)	BTL 1	Remembering	CO1
2	Write down the contributions of Henry Fayol towards Management.		(13)	BTL 2	Understanding	CO1
3	(i)	What are the fundamental principles of scientific management?	(6)	BTL 3	Applying	CO1
	(ii)	How would you summarize the techniques of scientific management?	(7)			
4	Describe the roles that are played by managers on different functions.		(13)	BTL 4	Analysing	CO1
5	Categorize the different schools of management		(13)	BTL 5	Evaluating	CO1
6	Interpret the findings of Administrative Management		(13)	BTL 6	Creating	CO1
7	What are the factors affecting Business Environment? Write a detailed note.		(13)	BTL 1	Remembering	CO1
8	Identify the roles, responsibilities and the necessary skills required by modern managers at various BTLs.		(13)	BTL 2	Understanding	CO1
9	Write a detailed note on your understanding on Hawthorne Experiments and the major findings.		(13)	BTL 3	Applying	CO1
10	Analyse the trends and challenges in Modern Management.		(13)	BTL 4	Analysing	CO1
11	Critically analyse the scientific management principles and techniques.		(13)	BTL 1	Remembering	CO1
12	Briefly explain in detail the various forms of business organisations.		(13)	BTL 2	Understanding	CO1
13	Discuss the importance of Organisational Culture in the modern-day context.		(13)	BTL 4	Analysing	CO1
14	(i)	How would you analyse business environment?	(6)	BTL 1	Remembering	CO1

(ii)	Examine the various factors affecting Environment?	(7)	BTL 1	Remembering	CO1
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<b>PART- C</b>					
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT BTL</b>	<b>COMPETEN CE</b>	<b>CO</b>	
1	Discuss the effects of evolution of modern management.	(15)	BTL 1	Remembering	CO1
2	Critically analyse the need and importance of environmental scanning towards business success.	(15)	BTL 2	Understanding	CO1
3	<p>Mr. Shyam was a young officer in a nationalized bank in Chennai. He was approached by Mr. Datta, owner of a small textile plant for a loan to renovate his plant. Shyam gave him a loan of Rs. 50,000. The bank's branch manager, who saw no future in textiles, was shocked at the loan transaction. He told Shyam to stay close to Datta until money was paid back. Shyam stuck so close that he became Datta's financial adviser. The loan was paid. But Shyam became Datta's partner and resigned his bank job. Shyam collected information about the textile industry there was huge scope for the industry. Within six years, Shyam set up another textile plant to his employees Shyam was friendly and highly flexible boss. He preferred to lead by example rather than tell people how to do their jobs. However, Shyam committed a big mistake of not grooming a successor. Therefore, there was a vacuum at the top when he had a severe heart attack and died.</p> <p>Answer the following questions:</p> <p>i) What were the qualities of Shyam as a Manager?</p> <p>ii) Discuss the roles played by managers according to Mintzberg. What roles of the manager did Shyam play?</p> <p>iii) Do you think Shyam was successful Manager?</p>	(5) (5) (5)	BTL 3	Applying	CO1
4	Evaluate the challenges in managing organisational culture in the IT sector.	(15)	BTL 4	Analysing	CO1

**UNIT – II – PLANNING****SYLLABUS:**

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.

**PART- A**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT BTL</b>	<b>COMPETEN CE</b>	<b>CO</b>
1	What is meant by Planning?	BTL 1	Remembering	CO2
2	Point out the importance of setting organizational objectives in modern organization.	BTL 2	Understanding	CO2
3	Compare strategic planning and operation planning.	BTL 3	Applying	CO2
4	Bring out the various types of plans.	BTL 4	Analysing	CO2
5	How is planning premises related to planning?	BTL 5	Evaluating	CO2
6	State the objectives of planning.	BTL 6	Creating	CO2
7	What is meant by Management by Objectives?	BTL 1	Remembering	CO2
8	Outline the benefits of MBO.	BTL 2	Understanding	CO2
9	Identify the methods of setting objectives.	BTL 3	Applying	CO2
10	Classify the different types of policies.	BTL 4	Analysing	CO2
11	What is meant by decision making?	BTL 5	Evaluating	CO2
12	Discuss the importance of rational decision making	BTL 6	Creating	CO2
13	Define objectives	BTL 1	Remembering	CO2
14	Explain Delphi technique.	BTL 2	Understanding	CO2
15	Write a short note on SWOT analysis.	BTL 3	Applying	CO2
16	State the importance or organisational policies.	BTL 4	Analysing	CO2
17	What is meant by a Strategy?	BTL 1	Remembering	CO2
18	Compare programmed and non-programmed decisions.	BTL 2	Understanding	CO2
19	What is the meant by Planning Premises?	BTL 1	Remembering	CO2
20	What are the various tools and techniques in decision-making?	BTL 1	Remembering	CO2

<b>PART- B</b>						
<b>S.NO</b>	<b>QUESTIONS</b>		<b>BT BTL</b>	<b>COMPETEN CE</b>	<b>CO</b>	
1	Discuss the various types of plans and state the merits.		(13)	BTL 1	Remembering	CO2
2	Explain the process of Management by Objective and its limitations.		(13)	BTL 2	Understanding	CO2
3	Elaborate the principles and process of Planning in an organisational context.		(13)	BTL 3	Applying	CO2
4	Write a detailed note on nature and purpose of planning.		(13)	BTL 4	Analysing	CO2
5	(i)	Explain the types of Strategies adopted by organisations to accomplish its objectives.	(8)	BTL 5	Evaluating	CO2
	(ii)	State the importance or Organisational Strategies.	(5)			
6	With a neat diagram explain the rational approach towards decision making.		(13)	BTL 6	Creating	CO2
7	Write your understanding on Organisational Policies.		(13)	BTL 1	Remembering	CO2
8	Discuss the techniques available for decision making.		(13)	BTL 2	Understanding	CO2
9	(i)	Explain the nature of decision making.	(8)	BTL 3	Applying	CO2
	(ii)	Compare Individual and Group Decision Making.	(5)			
10	Explain the various types of Organisational Decisions.		(13)	BTL 4	Analysing	CO2
11	State the guidelines for effective decision making.		(13)	BTL 1	Remembering	CO2
12	How would you make the planning activity effective in Organisations?		(13)	BTL 2	Understanding	CO2
13	Elaborate the types of Objectives and its functions.		(13)	BTL 4	Analysing	CO2
14	(i)	Write the purpose of Planning.	(6)	BTL 1	Remembering	CO2
	(ii)	What are the essentials of Planning?	(7)			

<b>PART - C</b>						
<b>S.NO</b>	<b>QUESTIONS</b>		<b>BT BTL</b>	<b>COMPETEN CE</b>	<b>CO</b>	
1	Administration essentially is a decision-making process: Elucidate this statement and explain the various types of decisions taken by executives.		(15)	BTL 4	Analysing	CO2
2	Policy making is guide to action in Organisation–Demonstrate with examples.		(15)	BTL 2	Understanding	CO2

3	<p>Rana group has set its objectives of doubling its objectives of doubling profit every three years and sales revenue every four years. Answer the following questions:</p> <p>i) What do you think would be the employee's reaction to this Objective? (5)</p> <p>ii) Give your comment on objectives of Rana group. (5)</p> <p>iii) Give guidelines for Objective settings. (5)</p>	BTL 1	Remembering	CO2
4	<p>MBO aims at joint goal setting of superior and subordinate managers. In an MNC, Japanese managers involve Indian subordinate managers in goal settings. Indians feel this practice different because they are used to traditional objectives settings where in the managers dictate objectives to subordinates. When Japanese managers try to involve the Indian subordinate managers in goal setting, Indian Managers feel that Japanese managers are not capable of setting objectives by themselves. Answer the following questions:</p> <p>i) Discuss the problems faced by Japanese Managers &amp; Indian subordinate managers. (5)</p> <p>ii) How can Japanese managers solve the problem? (5)</p> <p>iii) Discuss the features of MBO. (5)</p>	BTL 2	Understanding	CO2

**UNIT – III – ORGANISING****SYLLABUS:**

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Job Design - Human Resource Management – HR Planning, Recruitment, selection, Training and Development, Performance Management, Career planning and management.

**PART- A**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT BTL</b>	<b>COMPETENCE</b>	<b>CO</b>
1	What is meant by Span of Control?	BTL 1	Remembering	CO3
2	Identify the steps involved in Organising Function.	BTL 2	Understanding	CO3
3	Compare Line and Staff Authority.	BTL 3	Applying	CO3
4	Explain Span of Control.	BTL 4	Analysing	CO3
5	Outline the criteria to assess the performance of employees.	BTL 5	Evaluating	CO3
6	Explain the meaning of power and authority.	BTL 6	Creating	CO3
7	What is meant by Human Resource Planning?	BTL 1	Remembering	CO3
8	Compare formal and informal organization.	BTL 2	Understanding	CO3
9	How would you differentiate Centralisation and Decentralisation of Authority?	BTL 3	Applying	CO3
10	State the purpose of Performance Management.	BTL 4	Analysing	CO3
11	How is career planning related to career development?	BTL 5	Evaluating	CO3
12	Write a short note on Recruitment and Selection.	BTL 6	Creating	CO3
13	Define Organisation Structure.	BTL 1	Remembering	CO3
14	Compare on the job and off the job training.	BTL 2	Understanding	CO3
15	Give a short note on Delegation of Authority.	BTL 3	Applying	CO3
16	Conclude your understanding on benefits of decentralization.	BTL 4	Analysing	CO3
17	What is meant by departmentation?	BTL 1	Remembering	CO3

18	Give an example of Departmentation by Product and Function.	BTL 2	Understanding	CO3
19	What are the benefits of 360-degree appraisal?	BTL 1	Remembering	CO3
20	What is meant by Career Planning?	BTL 1	Remembering	CO3

<b>PART- B</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT BTL</b>	<b>COMPETEN CE</b>	<b>CO</b>
1	What is the nature and purpose of Organising? (13)	BTL 1	Remembering	CO3
2	Discuss the elements and principles of Organising. (13)	BTL 2	Understanding	CO3
3	Elaborate the feature of a good organisation structure and its elements. (13)	BTL 3	Applying	CO3
4	With a neat diagram explain the various types of Organisation Structure. (13)	BTL 4	Analysing	CO3
5	Compare Formal and Informal Organisation and discuss the pros and cons. (13)	BTL 5	Evaluating	CO3
6	(i) Explain the factors determining departmentation (8)	BTL 6	Creating	CO3
	(ii) Why do you think departmentation is important? (5)			
7	Discuss the process of Human Resource Planning. (13)	BTL 1	Remembering	CO3
8	Elaborate the various sources of Recruitment in detail. (13)	BTL 2	Understanding	CO3
9	Critically examine Centralisation and Decentralisation of Authority and explain its merits and demerits. (13)	BTL 3	Applying	CO3
10	Enumerate the concept of delegation of authority and the principles of effective delegation. (13)	BTL 4	Analysing	CO3
11	Discuss the various types of Training. (13)	BTL 1	Remembering	CO3
12	Elaborate the process of Staffing (13)	BTL 2	Understanding	CO3
13	Explain the various methods of Performance Appraisal (13)	BTL 4	Analysing	CO3
14	(i) What is the importance of Training? (5)	BTL 1	Remembering	CO3
	(ii) Explain the various methods of imparting Training. (8)			

<b>PART - C</b>				
<b>S.NO</b>	<b>QUESTION S</b>	<b>BT BTL</b>	<b>COMPETEN CE</b>	<b>CO</b>
1	A MNC company setting shop in India is in a dilemma to decide whether to adopt a line or a line and staff organisation structure. Highlight the advantages of line and line and staff organisation structure. According to you, which structure would be suitable for a huge MNC? (15)	BTL 1	Remembering	CO3
2	Singhania Group of Industries has various strategic business units such as Textiles, Info Tech, pharma and electronics. Write about the different forms of departmentation. Which form of departmentation is suitable? (15)	BTL 2	Understanding	CO3
3	Analyse the factors affecting span of management in an organisation.(15)	BTL 4	Analyzing	CO3
4	Discuss in detail the various types of training. Employees prefer off the job training to on-the-job training. Why? (15)	BTL 4	Analyzing	CO3

<b>UNIT – IV – DIRECTING</b>				
<b>SYLLABUS:</b>				
Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT.				
<b>PART- A</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT BTL</b>	<b>COMPETEN CE</b>	<b>CO</b>
1	Define the term Motivation.	BTL 1	Remembering	CO4
2	State the foundations of group behaviour.	BTL 2	Understanding	CO4
3	What are the differences between verbal and non-verbal communication?	BTL 3	Applying	CO4
4	Compile the various forms of communication.	BTL 4	Analysing	CO4
5	Outline the different types of motivation theories.	BTL 5	Evaluating	CO4
6	Point out the various theories on Motivation.	BTL 6	Creating	CO4
7	What are the components of communication?	BTL 1	Remembering	CO4
8	Summarize the important motivation factors.	BTL 2	Understanding	CO4
9	Identify the importance of leadership in organisational success.	BTL 3	Applying	CO4
10	Outline the various types of Leadership.	BTL 4	Analysing	CO4
11	Explain goal setting theory.	BTL 5	Evaluating	CO4

12	Can you explain the concept of grape vine communication?	BTL 6	Creating	CO4
13	What is meant by brainstorming?	BTL 1	Remembering	CO4
14	Explain the concept of noise in communication.	BTL 2	Understanding	CO4
15	State the motivation factors influencing behaviour towards work.	BTL 3	Applying	CO4
16	Identify the barriers in effective communication.	BTL 4	Analysing	CO4
17	What is your understanding on Non-Verbal Communication?	BTL 1	Remembering	CO4
18	Compare formal and informal communication.	BTL 2	Understanding	CO4
19	What is horizontal communication?	BTL 1	Remembering	CO4
20	What are the different factors that affect the communication?	BTL 1	Remembering	CO4

**PART- B**

S.NO	QUESTIONS	BT BTL	COMPETEN CE	CO
1	Explain the process of communication. (13)	BTL 1	Remembering	CO4
2	How would you show your understanding about the various Motivation theories? (13)	BTL 2	Understanding	CO4
3	(i) Examine the benefits of oral and written communication (6)	BTL 3	Applying	CO4
	(ii) Critically analyse the disadvantages of oral and written communication (7)			
4	Evaluate the various styles of Leadership. (13)	BTL 4	Analysing	CO4
5	(i) Explain the term motivation. (3)	BTL 5	Evaluating	CO4
	(ii) Compare need hierarchy theory and McClelland's theory of motivation. (10)			
6	Discuss the principles of effective communication. (13)	BTL 6	Creating	CO4
7	Elaborate the common barriers in Communication. (13)	BTL 1	Remembering	CO4
8	Suggest few measures to overcome the barriers in communication. (13)	BTL 2	Understanding	CO4
9	Critically analyse the various theories of motivation. (13)	BTL 3	Applying	CO4
10	Is employee motivation important for Organisation Development? Justify your answer. (13)	BTL 4	Analysing	CO4
11	Explain Theory X and Theory Y (13)	BTL 1	Remembering	CO4
12	How would you explain the effects of motivation in employee work behaviour? (13)	BTL 2	Understanding	CO4

13	List the different components of communication and explain them	(13)	BTL 4	Analysing	CO4
14	(i) What are the types of motivation techniques?	(6)	BTL 1	Remembering	CO4
	(ii) What are the primary assumptions in McGregor's Theory X and Theory Y	(7)			

**PART - C**

S.NO	QUESTIONS	BT BTL	COMPETE NCE	CO
1	XYZ Corporation has a lot of barriers to communication. List the possibility of the various barriers. Also suggest the ways to overcome them. (15)	BTL 1	Remembering	CO4
2	Explain how managers can successfully motivate people taking clue from Vroom's valence and expectancy model. How does this model differ from that of Porter and Lawler? (15)	BTL 3	Applying	CO4
3	"Money holds the key to work motivation in modern business organizations". Discuss. How can managers use money to motivate employees? (15)	BTL 4	Analysing	CO4
4	The country head of Z InfoTech finds it difficult to communicate to his boss in California. Sometimes it is due to difference in timings, sometimes due to difference in meanings of words. Phone lines are noisy and signal breaks sometimes. What do you think would be the type of barriers faced by him while communication takes place between people of different countries? (15)	BTL 2	Understanding	CO4

**UNIT – V – CONTROLLING**

**SYLLABUS:**

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

**PART- A**

S.NO	QUESTIONS	BT BTL	COMPETE NCE	CO
1	What is the need for Controlling?	BTL 1	Remembering	CO5
2	Identify the factors to be considered for a product designing.	BTL 2	Understanding	CO5
3	Compare feed forward and feedback control.	BTL 3	Applying	CO5

4	State your understanding on budgetary control.	BTL 4	Analysing	CO5
5	Discuss importance of purchase control.	BTL 5	Evaluating	CO5
6	Write the necessity for budgetary control in organisation.	BTL 6	Creating	CO5
7	What are the steps involved in controlling process?	BTL 1	Remembering	CO5
8	Identify the objectives of controlling.	BTL 2	Understanding	CO5
9	Differentiate between production and productivity.	BTL 3	Applying	CO5
10	Mention any two non – budgetary control techniques.	BTL 4	Analysing	CO5
11	Write a short note on the purpose of reporting.	BTL 5	Evaluating	CO5
12	Evaluate the need for critical point control.	BTL 6	Creating	CO5
13	State any four types of control.	BTL 1	Remembering	CO5
14	Explain the principles of controlling.	BTL 2	Understanding	CO5
15	Give some examples for new control techniques.	BTL 3	Applying	CO5
16	Write a brief note on operations management.	BTL 4	Analysing	CO5
17	Distinguish between budgetary and non-budgetary control.	BTL 1	Remembering	CO5
18	Define Productivity.	BTL 2	Understanding	CO5
19	What is meant by preventive control?	BTL 1	Remembering	CO5
20	What is meant by cost control?	BTL 1	Remembering	CO5

**PART- B**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>BT BTL</b>	<b>COMPETE NCE</b>	<b>CO</b>
1	What is meant by Controlling? Explain the process of controlling. (13)	BTL 1	Remembering	CO5
2	Discuss budgetary and non-budgetary control techniques. (13)	BTL 2	Understanding	CO5
3	Identify the steps involved in controlling and requirements for effective control. (13)	BTL 3	Applying	CO5
4	Explain the tools and techniques to improve productivity. (13)	BTL 4	Analysing	CO5
5	Can you assess the importance of maintaining high productivity in organizations? (13)	BTL 5	Evaluating	CO5
6	Define operations management. Explain the activities associated with operations management (13)	BTL 6	Creating	CO5
7	Examine the process of quality auditing and reporting? (13)	BTL 1	Remembering	CO5

8	Define Budgetary control. List the steps involved in implementation of budgetary control.	(13)	BTL 2	Understanding	CO5
9	Can you explain the essential requisites of an effective control system?	(13)	BTL 3	Applying	CO5
10	How would you show your understanding about usage of use of computers and IT in Management control?	(13)	BTL 4	Analysing	CO5
11	State the objectives of Controlling.	(13)	BTL 1	Remembering	CO5
12	(i) Explain the usage of Break-Even Analysis	(6)	BTL 2	Understanding	CO5
	(ii) Summarise the aspects of Ratio Analysis.	(7)			
13	What are your arguments towards the importance of Controlling?	(13)	BTL 4	Analysing	CO5
14	Analyse the importance for the following: i) Purchase control ii) Cost control iii) Maintenance control iv) Quality control	(3) (3) (3) (4)	BTL 1	Remembering	CO5

### PART - C

S.NO	QUESTIONS	BT BTL	COMPETEN CE	CO
1	Mr. Prakash argues with Mr. Rakesh expressing his views on implementing preventive control system. Mr. Rakesh emphasises his views that the organisation must continue with feedback control. Mr. Rakesh fears that the preventive control system would be costly. Justify the views of Rakesh and Prakash. (15)	BTL 1	Remembering	CO5
2	Mr. Rajan has run a business for the past 5 years but is not familiar with marginal costing. By experience, He knows that his business makes profit, but is not sure of concepts like break even. He finds it difficult to estimate sales required for a particular profit. Explain the concepts related to breakeven analysis and draw a break-even chart. Also highlight some ratios which would help to understand the performance of the business. (15)	BTL 2	Understanding	CO5
3	Production is essential but productivity is indispensable–Comment. Highlight the tools and techniques to measure productivity. (15)	BTL 3	Applying	CO5
4	Assume you are a budget officer and try to orient a trainee on steps to be followed for implementing a budgetary control system. Also highlight the advantages and limitations of budgetary control system. (15)	BTL 4	Analysing	CO5

## Course Outcome

1. Students will be able to have a clear understanding of managerial functions.
2. Students would have knowledge to apply planning techniques and decision making.
3. Understand concept of Human Resource Management.
4. Students would be able to understand motivation, leadership and communication principles.
5. Students would be able to apply control techniques in the organization.