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Total Number of Pages : 01

B.Tech.
HSSM3301

6th Semester Back Examination 2017-18
PRINCIPLES OF MANAGEMENT

BRANCH : AEIE, AERO, BIOMED, CHEM, CIVIL, CSE, ECE, EIE, ENV,
ETC, FASHION, FAT, IEE, IT, ITE, METTA, MINERAL, MME, PLASTIC, TEXTILE

Time : 3 Hours

Max Marks : 70

Q.CODE : C136

Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

Q1 Answer the following questions : (2 x 10)

- Why management is an Art?
- Briefly write the concept of POSDCORB.
- What do you understand by Unity of direction?
- What are the advantages of performance Appraisal?
- "Recruitment is a positive process but Selection is not". Justify.
- What are On-the-job Training methods?
- What do you mean by BARS?
- What is time-rate wage system?
- What are shares and debentures?
- What do you mean by Job Specification?

Q2 Describe the role of distribution channel with a neat diagram. (10)

- Q3**
- Product Mix (5)
 - External and Internal Turnover (5)

Q4 Write the Max Weber's theory with clear description. (10)

- Q5**
- Function of a Retailer (5)
 - Essentials of a sound Wage plan. (5)

- Q6**
- Factories Act, 1948 Employee welfare (5)
 - Media and Advertising. (5)

Q7 What is the necessity of Consumerism in current days? Elucidate. (10)

Q8 Answer any TWO : (5 x 2)

- MBO
- Advantages of training
- Fair Wage and Living Wage
- Procedure of grievance handling