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Total Number of Pages: 02

**B.Tech**  
**HSSM3301**

**5<sup>th</sup> Semester Regular / Back Examination 2016-17**

**PRINCIPLES OF MANAGEMENT**

**BRANCH(S): AEIE, AUTO, BIOMED, CHEM, CIVIL, CSE, ECE, EIE, ENV, ETC, FASHION, FAT, IT, ITE, METTA, MME, PLASTIC, TEXTILE**

**Time: 3 Hours**

**Max Marks: 70**

**Q.CODE: Y125**

**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)**

- a) Levels of Management
- b) Bureaucracy
- c) Span of Control
- d) Advertising
- e) Consumerism
- f) Working capital
- g) Project appraisal
- h) Job specification
- i) Induction
- j) Grievance Handling

**Q2 a) "Management is an art or science". Evaluate the statement. (5)**

**b) Management is concerned with ideas, things and people. Explain. (5)**

**Q3 a) Enumerate Fayol's principles of general management. (5)**

**b) Critically analyze the different management functions. (5)**

**Q4 'Marketing mix' is one of the major concepts in modern marketing. Justify the statement. (10)**

**Q5 a) Explain the marketing functions included in the process of marketing. (5)**

**b) Discuss the role of different channels of distribution. (5)**

