Registra	ation no:									
Total N	ımber of Pages: 02	210	210	210	B.Tech HSSM3301					
5 th 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.										
Q10 a) b) c) d) e) f) h) i) j)	Answer the following Levels of Managemen Bureaucracy Span of Control Advertising Consumerism Working capital Project appraisal Job specification Induction Grievance Handling	•	210	210	210 (2 x 10)					
Q2 a)	"Management is an art or science". Evaluate the statement.									
₂₁₀ b)	Management is concerned with ideas, things and people. Explain.									
Q3 a)	Enumerate Fayol's principles of general management.									
b)	Critically analyze the different management functions.									
Q4	'Marketing mix' is or Justify the statement.	e of the majo	r concepts in	n modern marke	ting. (10)					

Explain the marketing functions included in the process of marketing.

Discuss the role of different channels of distribution.

b)

(5)

(5)

Q6 210	a)	be taken in finance? What major decisions are required to						2	
	b)	b) What are the steps involved in feasibility study of a project?							
Q7	a)	What are the techniques of human resource development?							
210	b)	What is training and training. 210	development?	Explain the diff	ferent methods	of 210	(5)	2	
Q8	a) b) c) d)	Write short notes on Manpower Planning Recruitment Performance appraisa Employee welfare					(5 x 2)		
210		210	210	210	210	210		2	
210		210	210	210	210	210		, a	
210		210	210	210	210	210		2	
210		210	210	210	210	210		4	