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Total Number of Pages: 02

B.TECH
HSSM3301

5th Semester Regular / Back Examination 2015-16

PRINCIPLES OF MANAGEMENT

BRANCH: AEIE,AUTO,BIOMED,CHEM,CIVIL,CSE,EC,ENV,ETC,FASHION,IEE,IT,MME,PLASTIC,TEXTILE

Time: 3 Hours

Max Marks: 70

Q.CODE: T710

**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) Define management.
 - b) What is green marketing?
 - c) Distinguish between recruitment and selection.
 - d) What is induction?
 - e) What is capital budgeting?
 - f) Define performance appraisal.
 - g) Define consumerism.
 - h) Write the preferable composition of managerial skills in various levels of management.
 - i) What is market space?
 - j) What is unity of command?
- Q2** a) Management is both science and art .Discuss. **(5)**
b) Discuss the contributions of scientific management. **(5)**
- Q3** a) Define advertising. Explain the various objectives of advertising. **(5)**
b) What is distribution channel? Briefly explain its role. **(5)**
- Q4** What do you mean by marketing mix? Discuss the factors that influence the marketing mix decision of an organization. **(10)**

- Q5** a) Discuss the decision areas in the finance function and their importance. (5)
b) What is working capital and discuss its determinants. (5)
- Q6** a) What is recruitment? Evaluate various sources of recruitment. (5)
b) Discuss the welfare measures provided in an organization. (5)
- Q7** a) What is job description? State the information provided in a job description. (5)
b) Discuss the functions of marketing management. (5)
- Q8** Write short notes on any two: (5 x 2)
a) Impact of high labour turnover on employer
b) Job specification
c) Project appraisal
d) Zero level distribution channel