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Total number of printed pages – 2

B. Tech
HSSM 3301

Fifth Semester Back Examination – 2014

PRINCIPLES OF MANAGEMENT

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

QUESTION CODE : L 304

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 which is compulsory and any five from the rest.

The figures in the right-hand margin indicate marks.



1. Answer the following questions :

2 x 10

- What are the skills of a good Manager ?
- What are the core function of management ?
- What is authority ? Is it different from responsibility ?
- Is management science ?
- What is meta marketing ?
- Do you agree that customer is king ? Why ?
- What is marketing environment ?
- Write two important decisions taken under financial management.
- What are the benefits of having equity share capital ?
- What are the objective functions of HRM ?

2. "The management process begin with planning, rotates with cycle to end with controlling". Discuss this statement. 10

3. Planning has lot of benefits for the organization, but it has its own limitation. Explain. 10

P.T.O.

4. Define the term Financial Management. Briefly describe the scope and objectives of financial management. 10
5. Define the term working capital. Discuss the need and determinates of working capital. 10
6. Discuss the roles and functions of an HR Manager. 10
7. "Instead of trying to sell what we can make, we must make what we can sell". Critically examine this statement with suitable examples. 10
8. Write short notes on any **two** : 2.5×4
 - (a) Marketing mix
 - (b) Product concept of marketing
 - (c) Training and Development
 - (d) Recruitment and Selection.

