

Registration No. :

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Total number of printed pages – 2

B. Tech
HSSM 3301

Fifth Semester Regular Examination – 2014

PRINCIPLES OF MANAGEMENT

BRANCH(S) : AEIE, AUTO, CHEM, CIVIL, CSE, EC, ETC,
FASHION, IEE, IT, MME, PLASTIC, TEXTILE

QUESTION CODE : H 173

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. Explain the following concepts : 2 × 10
 - (a) Managerial skills.
 - (b) Management control.
 - (c) Levels of management.
 - (d) Management by objectives.
 - (e) Green Marketing.
 - (f) Marketing environment.
 - (g) Environmentalism.
 - (h) Finance function.
 - (i) Working capital.
 - (j) 360° appraisal method.
2. Define management. Explain the various management functions. 10
3. Explain the disadvantages of having excess or inadequate working capital in a business. 10

P.T.O.

4. What is advertising ? Why is it a function of modern marketing ? Discuss the role played by advertisement. 10
5. What are the objectives of making performance appraisal ? Explain different methods of appraisal. 10
6. What do you mean by recruitment ? How does it differ from selection ? Discuss various sources of recruitment and their relative merits and demerits. 10
7. Explain the concept of marketing mix. Discuss the factors that influence the marketing mix decision. 10
8. Write short notes on any two : 5×2
- (a) Causes of employee grievances
 - (b) Manpower planning
 - (c) Scientific management
 - (d) Qualities of a Manager.
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