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Total number of printed pages – 2

**B. TECH**  
**HSSM 3301**

**Fifth Semester (Back/Special) Examination – 2013**

**PRINCIPLES OF MANAGEMENT**

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

**QUESTION CODE : D 308**

**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 :

2×10

- What do you mean by caption in advertising ?
- What are the buying motives of consumer ?
- Define Management by Objective and Management by Exception.
- What is Span of Control ?
- Differentiate between management and administration.
- Mention difference between efficiency and effectiveness.
- Define line function and staff function with an example in each case.
- What is Esprit de corps ?
- What are the two important principles of delegation ?
- Define consumerism.

2. What are the various approaches associated with finance function ? Explain in detail.

10

**P.T.O.**

3. (a) Write the scope and activities of HRM. 5  
(b) What are best practices? State two best practices in HRM. 5
4. What do you mean by employee turnover? Name two sectors in India which are affected by high employee turnover. What are the major causes and possible remedial measures? 2+2+6
5. (a) What is the essence of modern marketing? 5  
(b) Differentiate between sales and marketing. 5
6. What are the objectives and significance of management? 10
7. Distinguish between recruitment and selection. Mention the steps involved in a selection process. 10
8. Write short notes on any **two** of the following: 5×2
- (i) Working Capital Management
  - (ii) Modigliani and Miller approach
  - (iii) Wealth maximization.

