

Registration No. :

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Total number of printed pages – 2

B. Tech
HSSM 3301

Fifth Semester Examination – 2013

PRINCIPLES OF MANAGEMENT

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

QUESTION CODE : C- 413

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
- (a) Why should a manager possess human skill ?
 - (b) Explain how management is concerned with ideas.
 - (c) How do managers motivate people ?
 - (d) Do you agree that marketing system creates false wants ? Justify your answer.
 - (e) What are the characteristics of a market ?
 - (f) Why do we say finance is the life blood of a business ?
 - (g) What are the functions of a Finance Manager ?
 - (h) Define working capital. Explain its elements.
 - (i) What are the purposes of recruitment ?
 - (j) What is a grievance ?
2. Define performance appraisal. Explain the process involved in performance appraisal. 10



P.T.O.

3. What do you know about human resource management ? Explain its functions. 10
4. Discuss the nature and scope of Financial Management. 10
5. What is project appraisal ? Discuss different methods of project appraisal. 10
6. Explain the modern concept of marketing. Discuss the scope of marketing. 10
7. Explain, in detail, the concept of marketing mix. 10
8. Write short notes on any **two** of the following : 5×2
- (a) Classical theory of Management
 - (b) Process of Management
 - (c) Manpower Planning
 - (d) Employee Welfare
 - (e) Determinates of Working Capital.

