

Registration No

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Total Number of Pages: 01

B.TECH  
HSSM3301

5<sup>th</sup> Semester Back Examination 2017-18

PRINCIPLES OF MANAGEMENT

BRANCH(S): AEIE, AUTO, BIOMED, CHEM, CIVIL, CSE, ECE, EIE, ENV, ETC, FASHION,  
FAT, IT, ITE, METTA, MME, PLASTIC, TEXTILE

Time: 3 Hours

Max marks: 70

Q.CODE: B157

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) Why management is a Science?
- b) Briefly write the Management Process.
- c) What do you understand by Unity of Command?
- d) What do you mean by Job Description??
- e) Distinguish between Recruitment and Selection.
- f) What are Off-the-job Training methods?
- g) What are the disadvantages of performance Appraisal?
- h) Write down the advantages of a piece-rate wage system..
- i) What are Debentures?
- j) What do you mean by MBO?

**Q2 Write the fourteen principles of Henry Fayol with clear description. (10)**

- Q3**
- a) Promotion Mix (5)
  - b) Function of a Wholesaler (5)

**Q4 Describe the role of distribution channel with a neat diagram.. (10)**

- Q5**
- a) Factories Act,1948 in Employee welfare (5)
  - b) Consumerism (5)

- Q6**
- a) External and Internal Turnover (5)
  - b) Benefits of Advertising. (5)

**Q7 What are the essentials of a sound Wage Plan? Write its benefits in brief. (10)**

**Q8 Write short notes on any TWO. (5 x 2)**

- a) Procedure of grievance handling (steps only)
- b) Importance Transfer in organizations
- c) Minimum Wage and Living Wage
- d) BARS