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Total Number of Pages: 01

**B.Tech**  
**HSSM3301**

**6<sup>th</sup> Semester Regular / Back Examination 2015-16**

**PRINCIPLES OF MANAGEMENT**

**BRANCH: AEIE, AERO, BIOMED, CHEM, CIVIL, CSE, ECE, EIE, ENV, ETC, FASHION, FAT, IEE, IT, ITE, METTA, MME, PLASTIC, TEXTILE**

**Time: 3 Hours**

**Max Marks: 70**

**Q.CODE: W474**

**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) Human skill of a manager
  - b) Staffing
  - c) Bureaucracy
  - d) Marketing mix
  - e) Span of Control
  - f) Environmentalism
  - g) Distinguish between fixed capital and working capital.
  - h) Human resource development(HRD)
  - i) Job description
  - j) Management by objectives (MBO)
- Q2** a) "Management is an art or science". Evaluate the statement. **(5)**  
b) What are the different levels of management? Critically evaluate the importance of each levels. **(5)**
- Q3** a) Explain Fayol's principles of general management. **(5)**  
b) Explain the functions of management. **(5)**
- Q4** Define channel of distribution. Discuss the role of different channels of distribution. **(10)**
- Q5** a) What is marketing? Explain the marketing functions included in the process of marketing. **(5)**  
b) What is advertising? What are the objectives of advertising? **(5)**
- Q6** a) What is financial management? What major decisions are required to be taken in finance? **(5)**  
b) What is a project? What are the steps involved in feasibility study of a project? **(5)**
- Q7** a) Discuss the various methods of training. **(5)**  
b) What is performance appraisal? Outline the methods of performance appraisal. **(5)**
- Q8** Write short notes on any two: **(5 x 2)**
- a) Labour turnover
  - b) Manpower planning
  - c) Induction
  - d) Employee welfare