

Registration No. :

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Total number of printed pages – 2

B. Tech
HSSM 3301

Sixth Semester Regular Examination – 2015

PRINCIPLES OF MANAGEMENT

**BRANCH (S) : AEIE, BIOMED, CHEM, CIVIL, CSE, EC, ENV, ETC,
IEE, IT, MM, MME**

QUESTION CODE : J 402

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) Management as an art.
 - (b) Line and staff managers.
 - (c) Management by objectives.
 - (d) Conceptual skills of managers.
 - (e) Centralization, merits and demerits.
 - (f) Profit maximization as financial goal.
 - (g) Need of capital budgeting.
 - (h) Job enrichment Vs Job enlargement.
 - (i) Labour turnover.
 - (j) Working capital cycle.
2. Define marketing. What do you mean by distribution channels ? What are the functions of distribution channels ? 10
3. What do you understand by financial management ? What are the objectives and functions of financial management ? 10

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4. How does a manager induce his workers to put in their best ? 10
5. Describe the factors determining the working capital requirements. 10
6. What is performance appraisal ? Explain the objectives and processes involved in performance appraisal. 10
7. What is employee grievance ? Explain the causes and steps involved in redressal of grievances. 10
8. Write short notes on any **two** : 5×2
 - (a) Labour Welfare
 - (b) Human resource development
 - (c) Control of employee turnover.
 - (d) Qualities of an effective manager.

