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Total number of printed pages – 3

B. Tech
HSSM 3301

Sixth Semester Regular Examination – 2014

PRINCIPLES OF MANAGEMENT

BRANCH : AEIE, CHEM, CIVIL, CSE, EC, EIE, ES12, ETC, IEE, IT, MM, MME

QUESTION CODE : F 278

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. Explain the following briefly :

2×10

- (a) Conceptual skill of a manager
- (b) Unity of command
- (c) Consumerism
- (d) Environmentalism
- (e) Advertising
- (f) Manpower planning
- (g) Job enlargement
- (h) Project feasibility
- (i) Induction training
- (j) Labour turnover.

P.T.O.

2. (a) "Good managers are born, not made." Comment on the statement and explain different types of managerial skills. 5
- (b) "Planning and controlling are the twins of management." Why is it said so? Explain your view and outline the characteristics of planning. 5
3. (a) Explain the components of marketing mix. Outline the factors that influence the marketing mix decision of a company. 5
- (b) What do you mean by channel of distribution? Explain the functions of distribution channels and how they can add competitive advantages to a company's marketing strategy? 5
4. Distinguish between recruitment and selection. Explain the steps involved in a selection process. 10
5. (a) Distinguish between on the job training and off the job training. Explain different types of off-the-job training methods. 5
- (b) What do you mean by performance appraisal? Describe different methods of performance appraisal usually followed by companies. 5
6. (a) Distinguish between gross working capital and net working capital. Explain the sources of financing working capital. 5
- (b) Outline the procedure of grievance handling in a company. 5
7. (a) Explain Henry Fayol's principles of general management. 5
- (b) Explain the difference between time rate and piece rate system of wage. Discuss the essentials of a good wage plan. 5



8. Answer any **two** of the following :

5×2

- (a) What is job description ? How is it different from job specification ? Explain the importance of job specification in the context of putting the right person in the right job.
- (b) What do you mean by scientific management ? Discuss the characteristic features of scientific management.
- (c) Discuss various sources of recruitment and their relative merits and limitations.
- (d) As a manager what steps would you take to induce the workers to put their best?

