

Registration No. :

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Total number of printed pages – 2

B. Tech
HSSM 3301(New)

Sixth Semester (Back) Examination – 2013

PRINCIPLES OF MANAGEMENT

**BRANCH : AEIE, BIOMED, CHEM, CIVIL, CSE, EC, ENV, ETC, FASHION,
IEE, IT, MINERAL, MME, PLASTIC, TEXTILE**

QUESTION CODE : B309

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) What is conceptual skill of a Manager ?
 - (b) Explain the concept of management.
 - (c) Explain the steps involved in control.
 - (d) Why is marketing an important functional aspect of management ?
 - (e) What is labour turnover ?
 - (f) Distinguish between recruitment and selection.
 - (g) What is induction training ?
 - (h) What is 360° appraisal ?
 - (i) What is working capital – operating cycle ?
 - (j) What do you mean by channels of distribute ?
2. Describe the functions of marketing. 10
3. What is advertising ? State its importance in modern days. 10

P.T.O.

4. What are the aims and scope of finance function ? 10
5. Explain the different tools available for taking financial decision. 10
6. What are the different managerial and job related qualities for a HR Manager ? 10
7. Explain the different functions a Manager discharges during his employment in a company. 10
8. Write short notes on any **two** of the following : 5×2
- (a) Environmentalism
 - (b) Job analysis
 - (c) Determinate of working capital

