

Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 2

B. Tech
HSSM 3301

Sixth Semester Examination – 2013

PRINCIPLES OF MANAGEMENT

BRANCH : IT / IEE / CHEM / CIVIL / BIOMED / PNV / CSE / TEXT / MME /
FASHION / ECE / ETC / PLASTIC / AEIE / ICE / MM / EIE

QUESTION CODE : A 217

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 are the three skills a Manager is expected to possess ?
- (b) What are the three ways management commonly referred to as ?
- (c) What are the three processes involved in controlling ?
- (d) What is marketing ? What are the four important Ps in marketing ?
- (e) What is consumerism ?
- (f) What are the objectives of advertising in marketing ?
- (g) What is marketing mix ?
- (h) Explain the concept "Labour Turnover".
- (i) Why is "Recruitment" a positive process and "Selection" a negative process ?
- (j) What is "Project Appraisal" ?
2. Consider yourself as a Manager of a small manufacturing organization and you have thirty people working under you. Explain how you can induce them to put in their best for the organization. 10

P.T.O.

3. Explain, in brief, the processes involved in management. 10
4. Explain the different distribution channels and their roles in marketing. 10
5. What is Working Capital ? Explain the various determinants of Working Capital. 10
6. People in an organization are the key elements of successful operation. Explain the concepts of HRM and HRD in this context. 10
7. A Finance Manager has to take many financial decisions. Explain, in brief, the decisions he usually takes to discharge his role. 10
8. Write short notes on any **two** : 5×2
 - (a) Performance appraisal
 - (b) Levels and types of Management
 - (c) Fundamental needs of customers
 - (d) Job analysis and job description.

