

Registration No

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Total Number of Pages: 01

B.TECH
HSSM3301

5th Semester Back Examination 2017-18

PRINCIPLES OF MANAGEMENT

BRANCH(S): AEIE, AUTO, BIOMED, CHEM, CIVIL, CSE, ECE, EIE, ENV, ETC, FASHION,
FAT, IT, ITE, METTA, MME, PLASTIC, TEXTILE

Time: 3 Hours

Max marks: 70

Q.CODE: B157

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) Why management is a Science?
 - b) Briefly write the Management Process.
 - c) What do you understand by Unity of Command?
 - d) What do you mean by Job Description??
 - e) Distinguish between Recruitment and Selection.
 - f) What are Off-the-job Training methods?
 - g) What are the disadvantages of performance Appraisal?
 - h) Write down the advantages of a piece-rate wage system..
 - i) What are Debentures?
 - j) What do you mean by MBO?
- Q2 Write the fourteen principles of Henry Fayol with clear description. (10)**
- Q3 a) Promotion Mix (5)**
b) Function of a Wholesaler (5)
- Q4 Describe the role of distribution channel with a neat diagram.. (10)**
- Q5 a) Factories Act,1948 in Employee welfare (5)**
b) Consumerism (5)
- Q6 a) External and Internal Turnover (5)**
b) Benefits of Advertising. (5)
- Q7 What are the essentials of a sound Wage Plan? Write its benefits in brief. (10)**
- Q8 Write short notes on any TWO. (5 x 2)**
- a) Procedure of grievance handling (steps only)
 - b) Importance Transfer in organizations
 - c) Minimum Wage and Living Wage
 - d) BARS