	Utech
Name:	
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Invigilator's Signature :	

CS/B.Tech /ME(N)/TT(N)/APM(N)/PE(N)/BT(N)/SEM-5/HU-511/2012-13

2012

PRINCIPLES & PRACTICES OF MANAGEMENT

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A (Multiple Choice Type Questions)

- 1. Choose the correct alternatives for any *ten* of the following : $10 \times 1 = 10$
 - i) 'MBO' is known as
 - a) management by objectives
 - b) marketing by objectives
 - c) management by order
 - d) none of these.
 - ii) Who professed the 'Hygiene theory of motivation'?
 - a) Abraham Maslow
- b) Philip Kofler
- c) Herzberg
- d) Douglas McGregor.
- iii) Who is the father of 'Human Relation Approach'?
 - a) Elton Mayo
- b) Douglas McGregor
- c) Mary Parker Follet
- d) None of them.

5314(N) [Turn over

CS/B.Tech /ME(N)/TT(N)/APM(N)/PE(N)/BT(N)/SEM-5/HU-511 The objective of marketing management is iv) a) to increase profile to increase sales value b) to increase customer satisfaction c) d) none of these. Productivity is the v) a) output-input ratio b) input-output ratio c) both of these d) none of these. 'Scientific management theory' is advocated by vi) F.W. Taylor a) b) Max Weber c) F. Galbreth d) Henry Fayol. vii) 'Johari Window' is a model related to leadership a) b) controlling management function c) personality traits and communication none of these. d) viii) Recruitment comes after selection before selection a) b)

a) specialisation

inefficiency

after training

'Division of work' promoters

) specialisation b) wastage

c)

c)

ix)

5314(N)

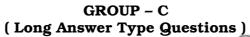
d)

d)

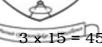
after interview.

confusion.

CS/B.Tech /ME(N)/TT(N)/APM(N)/PE(N)/BT(N)/SEM-5/HU Management process is compared to X) organising planning a) b) none of these. c) staffing d) Networking capital is equal to xi) fixed assets - share capital a) b) bill receivable – bills payable current assets - current liabilities c) sundry debtors - sundry creditors. d) Basic objective of financial management is a) profit maximisation b) wealth maximisation c) both of these d) none of these. **GROUP - B** (Short Answer Type Questions) Answer any three of the following. $3 \times 5 = 15$ 2. a) What is delegation? b) State its significance. 2 + 3What is the importance of motivation? 3. a) What are the functions of a leader? 2 + 3b) Explain how Pareto & Gantt chart can help in production 4. control. 5. What is a decision? How information technology can be used for decision making? 6. State the relationship between authority and responsibility. 5314(N) 3 [Turn over



Answer any three of the following.



- 7. a) Describe the process of communication with the help of diagram.
 - b) What are its major barriers?
 - c) Explain the importance of ethics in business. 5 + 5 + 5
- 8. a) Explain the steps in organising.
 - b) What are the steps in departmentation?
 - c) Discuss the factors to be considered in choosing departmentation. 5+5+5
- 9. What is marketing? Distinguish between marketing and selling. 5 + 10
- 10. Elaborately discuss the differences between the scientific school approach and behavioural school approach of management.
- 11. Write short notes on any *three* of the following: 3×5
 - a) Marketing mix
 - b) Working capital
 - c) Types of leadership
 - d) Hawthorne experiment
 - e) Work study.

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