



Name : .....

Roll No. : .....

Invigilator's Signature : .....

CS/B.Tech (New)/CE/EE/CSE/IT/ECE/EIE/EEE/ICE/PWE/CHE/BME/FT/CT/LT(New)/SEM-6/HU-601/2013

**2013**

**PRINCIPLES 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) In the Managerial Hierarchy a Departmental Manager belongs to
    - a) Top Management Level
    - b) Middle Management Level
    - c) Frontline Management Level
    - d) None of these.
  - ii) F.W. Taylor is also known as the father of
    - a) Scientific approach to management
    - b) Functional approach to management
    - c) Behavioural approach to management
    - d) Bureaucratic approach to management.



- iii) Which of the following can be accepted as a type of plan ?
- a) Policy
  - b) Procedure
  - c) Rule
  - d) All of these.
- iv) In the MBO system, the manager
- a) sets objectives for subordinates
  - b) sets objectives for superiors
  - c) sets objectives for peers
  - d) none of these.
- v) Span of Management refers to the number of subordinates that can be effectively supervised by
- a) two managers
  - b) multiple managers
  - c) one manager
  - d) none of these.
- vi) The process of developing an applicant's pool for job openings in an organization is called
- a) Hiring
  - b) Recruitment
  - c) Selection
  - d) Retention.
- vii) The essence of decision making is
- a) choosing between alternatives
  - b) problem solving
  - c) developing alternative courses of action
  - d) monitoring.



- viii) Total Quality Management (TQM) programmes are more likely to remain effective if a number of prescriptions are followed. Which of the following prescriptions should not be followed ?
- a) Quality improvement relates to operation's performance objectives
  - b) TQM does not become a separate 'bolt-on' set of activities
  - c) Slogans and exhortations about TQM's effectiveness are avoided
  - d) TQM should become a substitute for normal managerial leadership.
- ix) Which of the following shows the process of creating something new ?
- a) Business model                      b) Modelling
  - c) Innovation                              d) Creative flexibility.
- x) Which of the following gives suggestions for new product and also helps to market new products ?
- a) Existing products and services
  - b) Distribution channels
  - c) Federal government
  - d) Consumers.



- xi) Debt Equity ratio indicates
- a) the proportion of debt with respect to equity
  - b) the proportion of debt with respect to total capital employed
  - c) the proportion of equity with respect to total assets
  - d) none of these.
- xii) In Quality Circle
- a) only Top Management is involved
  - b) only Steering Committee members are involved
  - c) both (a) and (b) are involved
  - d) neither (a) nor (b) is involved.

### **GROUP – B**

#### **( Short Answer Type Questions )**

Answer any *three* of the following.

3 × 5 = 15

2. What is meant by internal source of recruitment ? What are the merits and limitations of employment tests ?
3. What is job satisfaction ? What are the factors which determine job satisfaction ?
4. What is the concept of planning as an element of management process ? Discuss its role in business organization.



5. How will you classify the levels of management in an organization ? Describe the functions performed by different levels of management.
6. 'A good leader is not necessarily a good manager.' Discuss this statement and compare leadership with management.

### GROUP – C

#### ( Long Answer Type Questions )

Answer any *three* of the following.  $3 \times 15 = 45$

7. a) What is SQC ? State its advantages.
- b) The following table gives the data for the measurement of a product :

Sample No.	1	2	3	4	5
Mean	14	18	15	17	16
Range	7	12	4	11	5

Compute control limits and draw the control chart.

$5 + 10$

8. a) Differentiate between marketing and selling.
- b) What is marketing mix ? Discuss the elements of marketing mix and its implications in marketing planning.

$5 + 10$

9. a) What is sales forecasting ? Why is it important ?



- b) The sales of refrigerators for a six month period for M/s National Mixer Co. are as follows :

Month	: Jan	Feb	March	April	May	June
Sales						
('000 units):	18	15	20	18	22	20

- i) Find Linear trend equation.  
 ii) Estimate the sales for the month of July.  $5 + 10$

10. Write short notes on any *three* of the following :  $3 \times 5$

- MBO
- Ratio analysis
- Leadership styles
- Decision making tools
- Stress Management
- TQM.

11. a) A Company has got a demand for particular part at 10,000 units per year. The cost per unit is Rs. 2 & it costs Rs. 36 to place an order and to process the delivery. The inventory carrying cost is estimated at 9% of average inventory investment.

Determine :

- Economic order quantity. (EOQ)
- Optimum no. of orders placed per annum.
- Minimum total cost of inventory per annum.



- b) What do you understand by Economic Order Quantity ?  
Explain graphically.
- c) Discuss the various Sales Promotion methods that a company can undertake to increase sales of its products.

6 + 4 + 5

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