



University of Engineering and Management, Kolkata  
1<sup>st</sup> Term Examination, September, 2023  
Programme Name: B.Tech in CSE / CSE (AIML) / CSE (IOT, CYS, BCT)  
Semester: 5<sup>th</sup>  
Course Name: Principles of Management  
Course Code: HSMCCSE501

Full Marks: 30

Date: 12<sup>th</sup> September, 2023

Time: 3.30 PM - 4.30 PM

Part - A  
Attempt 5 questions  
Each question carries 2 Marks (2 X 5)

1.A. Give two examples of designations belonging to different management levels.

Or

1.B. What is job specialization?

2.A. What are the different approaches to job design and role management?

Or

2.B. Write some important functions of middle level of management.

3.A. Mention some tests which are commonly employed for selection.

Or

3.B. Name any four dimension or parameters to measure quality.

4.A. What is brand management?

Or

4.B. What do you mean by ethical responsibilities?

5.A. What do you mean by team effectiveness?

Or

5.B. What are the elements of design decision?

**Part - B**  
**Attempt 2 questions**  
**Each question carries 5 Marks (5 X 2)**

6.A. Why is there a need to evaluate decisions? Does this step come after implementation or before implementation? Explain.

**Or**

6.B. Differentiate between Decision Theory Approach and Mathematical Approach in management practices. Discuss conceptual skill of managers.

7.A. Discuss human relations skill of managers. What are the vital steps of short term decision making?

**Or**

7.B. Differentiate training and development. How marketing strategy has been crafted?

**Part - C**  
**Attempt 1 question**  
**Each question carries 10 Marks (10 X 1)**

8.A. Differentiate between leader and manager. Describe the different styles of leadership. Also differentiate between leader and non-leader with examples.

**Or**

8.B. Define the different role manager skills. What is management? What is administration? Differentiate between management and administration.

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