



University of Engineering & Management, Kolkata
2nd Term Examination, November, 2023
Programme Name: B.Tech in CSE / CSE (AIML) / CSE (IOT, CYS, BCT)
Semester: 5th
Course Name: Principles of Management
Course Code: HSMCCSE501

Full Marks: 30

Date: 6th November, 2023

Time: 3.30 pm – 4.30 pm

Part - A

Attempt 5 questions

Each question carries 2 Marks (2 X 5)

1.A. What is avoidance strategy of conflict management?

Or

1.B. Define entrepreneurship.

2.A. Mention any two causes of conflicts within an organization.

Or

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

3.A. Why forecasting technique is required in a business?

Or

3.B. What are the difference between dependent and independent variables?

4.A. What are the disadvantages of ratio analysis?

Or

4.B. What is ethical decision making?

5.A. What is informational technique in training programme?

Or

5.B. What is tactical planning?

Part - B

Attempt 2 questions

Each question carries 5 Marks (5 X 2)

6.A. What is span of management? Describe the different types of span of management with their merits and demerits.

Or

6.B. Define conflict. Discuss the collaboration and compromise strategy of conflict management?

7.A. Explain CSR. What are the advantages of CSR? Describe the different levels of CSR?

Or

7.B. How simple and weighted moving average technique is used in business forecasting?

Part - C

Attempt 1 question

Each question carries 10 Marks (10 X 1)

8.A. Discuss the significance of pricing, distribution and promotional strategies. Describe the evolution of quality management practices in India in the new millennium.

Or

8.B. Compare the job method of production to the batch method of production. Illustrate how influence by leader and degree of freedom for group varies among different styles of leadership.
