

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL**

Paper Code : HM-EE 701 Principle Of Management

Time Allotted : 3 Hours

Full Marks : 70

*The Figures in the margin indicate full marks.**Candidate are required to give their answers in their own words as far as practicable***Group-A (Very Short Answer Type Question)**

1. Answer any ten of the following :

[1 x 10 = 10]

- (i) Define organizing.
- (ii) Mention the importance of motivation.
- (iii) What is production management?
- (iv) Define management.
- (v) Define corporate planning.
- (vi) State the advantages of organization.
- (vii) Which of the following are sub-groupings of the classical approach?
- (viii) State any four limitations of planning.
- (ix) What are the advantages of decentralization?
- (x) Mention the importance of Leadership.
- (xi) Explain the term decision and decision making.
- (xii) State the importance of HRM?

Group-B (Short Answer Type Question)

Answer any three of the following

[5 x 3 = 15]

2. "principles of management achieve results economically". Explain? [5]
3. What is planning? Explain the various steps involved in Planning. [5]
4. What is the role of scientific management in the modern era? [5]
5. Explain the qualitative forecasting. [5]
6. Do you think you're up-to-date on existing Supply Chain Management Trends? [5]

Group-C (Long Answer Type Question)

Answer any three of the following

[15 x 3 = 45]

7. Explain the Planning Premises. [15]
8. How does informal organisation support the formal organisation? [15]
9. Discuss the various steps involved in the 'decision-making process'. [15]
10. What is marketing mix? Discuss the elements of marketing mix and its implications in marketing planning. [15]