



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : HS-HU701 Principles of Management

UPID : 007719

CS/B.TECH(N)/ODD/SEM-7/7719/2024-2025/1202

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) What do you mean by Secondary data?
- (ii) Who wrote the 14 principles of management?
- (iii) Define the term "span of management".
- (iv) What are the different levels of Management?
- (v) What do you mean by "Stress Management"?
- (vi) What is the meaning of Encoding in communication?
- (vii) What is the goal of financial management?
- (viii) What is the risk in decision making?
- (ix) What is the ratio between quick assets and current liabilities?
- (x) What is MIS?
- (xi) Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering what type of information?
- (xii) Venture capital means what?

Group-B (Short Answer Type Question)

Answer any three of the following :

[5 x 3 = 15]

2. Write a short note on "Marketing Mix". [5]
3. Define Management. Identify whether Management is Science or Art ? [5]
4. Discuss the role of creativity in entrepreneurship. [5]
5. Describe the importance of ethics in management [5]
6. Explain the basic styles of leadership. [5]

Group-C (Long Answer Type Question)

Answer any three of the following :

[15 x 3 = 45]

7. (a) Briefly explain the nature of decision making in an organization. [4]
(b) What are the steps involved in rational decision making process? [5]
(c) Write a short note "Brainstorming Technique". [6]
8. (a) Distinguish between management and leadership. [7]
(b) Six leadership styles by Goleman - Explain. [8]
9. (a) Discuss the meaning and advantages of SQC. [6]
(b) What are the functions of financial management? [5]
(c) Explain the concepts of GDP and GNP. [4]
10. (a) Discuss different types of control charts in SQC. [10]
(b) Write a short note on 'Kaizen'. [5]
11. (a) Differentiate between recruitment and selection. [4]
(b) Discuss the merits and demerits of employment tests. [5]
(c) What are the methods of management of stress in an organization? [6]

*** END OF PAPER ***