



End Term (Odd) Semester Examination November 2025

Roll no.....

Name of the Course and semester: **B. Tech (ECE) Seventh Semester**

Name of the Paper: **Principles of Management**

Paper Code: **HSMC 701**

Time: 3 hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

- Q1.** (2X10=20 Marks)
- a. Define management and discuss its importance in an organization? (CO1)
 - b. Briefly define the main functions of management: planning, organizing, staffing, directing, leading, and controlling. (CO1)
 - c. Explain in detail, various objectives and goals of management (CO1)
- Q2.** (2X10=20 Marks)
- a. Explain the concept of planning and discuss why it is essential for organizations. (CO2)
 - b. Describe SWOT analysis and perform SWOT analysis as a case study in an organization. (CO2)
 - c. Differentiate between strategic and operational planning with examples for each. (CO2)
- Q3.** (2X10=20 Marks)
- a. Design an organizational structure for a small business and explain its purpose. (CO3)
 - b. Apply delegation to assign tasks in a team project and explain its importance. (CO3)
 - c. Differentiate between centralization and decentralization for a growing company. (CO3)
- Q4.** (2X10=20 Marks)
- a. Analyze how motivation impacts employee performance and identify factors that influence its effectiveness. (CO4)
 - b. Examine the role of communication elements in team success. (CO4)
 - c. Analyze the steps of the control process in achieving goals. (CO4)
- Q5.** (2X10=20 Marks)
- a. Evaluate two components of the marketing mix. (CO5)
 - b. Analyze the role of human resource management in organizations (CO5)
 - c. Evaluate break-even analysis and its usefulness in financial management. (CO5)