



Name :

Roll No. :

Invigilator's Signature :

CS/B.Tech /ME(N)/TT(N)/APM(N)/PE(N)/BT(N)/SEM-5/HU-511/2012-13

2012

PRINCIPLES & PRACTICES OF MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) 'MBO' is known as
 - a) management by objectives
 - b) marketing by objectives
 - c) management by order
 - d) none of these.
- ii) Who professed the 'Hygiene theory of motivation' ?
 - a) Abraham Maslow b) Philip Kofler
 - c) Herzberg d) Douglas McGregor.
- iii) Who is the father of 'Human Relation Approach' ?
 - a) Elton Mayo b) Douglas McGregor
 - c) Mary Parker Follet d) None of them.



- iv) The objective of marketing management is
- a) to increase profile
 - b) to increase sales value
 - c) to increase customer satisfaction
 - d) none of these.
- v) Productivity is the
- a) output-input ratio
 - b) input-output ratio
 - c) both of these
 - d) none of these.
- vi) 'Scientific management theory' is advocated by
- a) F.W. Taylor
 - b) Max Weber
 - c) F. Galbreth
 - d) Henry Fayol.
- vii) 'Johari Window' is a model related to
- a) leadership
 - b) controlling management function
 - c) personality traits and communication
 - d) none of these.
- viii) Recruitment comes
- a) after selection
 - b) before selection
 - c) after training
 - d) after interview.
- ix) 'Division of work' promoters
- a) specialisation
 - b) wastage
 - c) inefficiency
 - d) confusion.



- x) Management process is compared to
- a) planning
 - b) organising
 - c) staffing
 - d) none of these.
- xi) Networking capital is equal to
- a) fixed assets – share capital
 - b) bill receivable – bills payable
 - c) current assets – current liabilities
 - d) sundry debtors – sundry creditors.
- xii) Basic objective of financial management is
- a) profit maximisation
 - b) wealth maximisation
 - c) both of these
 - d) none of these.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. a) What is delegation ?
b) State its significance. 2 + 3
3. a) What is the importance of motivation ?
b) What are the functions of a leader ? 2 + 3
4. Explain how Pareto & Gantt chart can help in production control.
5. What is a decision ? How information technology can be used for decision making ?
6. State the relationship between authority and responsibility.



GROUP - C
(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. a) Describe the process of communication with the help of diagram.
b) What are its major barriers ?
c) Explain the importance of ethics in business. $5 + 5 + 5$
8. a) Explain the steps in organising.
b) What are the steps in departmentation ?
c) Discuss the factors to be considered in choosing departmentation. $5 + 5 + 5$
9. What is marketing ? Distinguish between marketing and selling. $5 + 10$
10. Elaborately discuss the differences between the scientific school approach and behavioural school approach of management.
11. Write short notes on any *three* of the following : 3×5
 - a) Marketing mix
 - b) Working capital
 - c) Types of leadership
 - d) Hawthorne experiment
 - e) Work study.

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