



Name :
Roll No. :
Invigilator's Signature :

CS/B.Tech (New)/CE/EE/CSE/IT/ECE/EIE/EEE/ICE/PWE/CHE/BME/FT/CT/LT(New)/SEM-6/HU-601/2013

2013
PRINCIPLES 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) In the Managerial Hierarchy a Departmental Manager belongs to
 - a) Top Management Level
 - b) Middle Management Level
 - c) Frontline Management Level
 - d) None of these.
 - ii) F.W. Taylor is also known as the father of
 - a) Scientific approach to management
 - b) Functional approach to management
 - c) Behavioural approach to management
 - d) Bureaucratic approach to management.



- iii) Which of the following can be accepted as a type of plan ?
- a) Policy
 - b) Procedure
 - c) Rule
 - d) All of these.
- iv) In the MBO system, the manager
- a) sets objectives for subordinates
 - b) sets objectives for superiors
 - c) sets objectives for peers
 - d) none of these.
- v) Span of Management refers to the number of subordinates that can be effectively supervised by
- a) two managers
 - b) multiple managers
 - c) one manager
 - d) none of these.
- vi) The process of developing an applicant's pool for job openings in an organization is called
- a) Hiring
 - b) Recruitment
 - c) Selection
 - d) Retention.
- vii) The essence of decision making is
- a) choosing between alternatives
 - b) problem solving
 - c) developing alternative courses of action
 - d) monitoring.



- viii) Total Quality Management (TQM) programmes are more likely to remain effective if a number of prescriptions are followed. Which of the following prescriptions should not be followed ?
- a) Quality improvement relates to operation's performance objectives
 - b) TQM does not become a separate 'bolt-on' set of activities
 - c) Slogans and exhortations about TQM's effectiveness are avoided
 - d) TQM should become a substitute for normal managerial leadership.
- ix) Which of the following shows the process of creating something new ?
- a) Business model b) Modelling
 - c) Innovation d) Creative flexibility.
- x) Which of the following gives suggestions for new product and also helps to market new products ?
- a) Existing products and services
 - b) Distribution channels
 - c) Federal government
 - d) Consumers.



- xi) Debt Equity ratio indicates
 - a) the proportion of debt with respect to equity
 - b) the proportion of debt with respect to total capital employed
 - c) the proportion of equity with respect to total assets
 - d) none of these.
- xii) In Quality Circle
 - a) only Top Management is involved
 - b) only Steering Committee members are involved
 - c) both (a) and (b) are involved
 - d) neither (a) nor (b) is involved.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. What is meant by internal source of recruitment ? What are the merits and limitations of employment tests ?
3. What is job satisfaction ? What are the factors which determine job satisfaction ?
4. What is the concept of planning as an element of management process ? Discuss its role in business organization.



5. How will you classify the levels of management in an organization ? Describe the functions performed by different levels of management.
6. 'A good leader is not necessarily a good manager.' Discuss this statement and compare leadership with management.

GROUP - C

(Long Answer Type Questions)

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

7. a) What is SQC ? State its advantages.
- b) The following table gives the data for the measurement of a product :

| | | | | | |
|------------|----|----|----|----|----|
| Sample No. | 1 | 2 | 3 | 4 | 5 |
| Mean | 14 | 18 | 15 | 17 | 16 |
| Range | 7 | 12 | 4 | 11 | 5 |

Compute control limits and draw the control chart.

5 + 10

8. a) Differentiate between marketing and selling.
- b) What is marketing mix ? Discuss the elements of marketing mix and its implications in marketing planning.
- 5 + 10
9. a) What is sales forecasting ? Why is it important ?



- b) The sales of refrigerators for a six month period for M/s National Mixer Co. are as follows :

| Month | : Jan | Feb | March | April | May | June |
|------------------------|-------|-----|-------|-------|-----|------|
| Sales (‘000 units): | 18 | 15 | 20 | 18 | 22 | 20 |

- i) Find Linear trend equation.
- ii) Estimate the sales for the month of July. 5 + 10
10. Write short notes on any *three* of the following : 3 × 5
- MBO
 - Ratio analysis
 - Leadership styles
 - Decision making tools
 - Stress Management
 - TQM.
11. a) A Company has got a demand for particular part at 10,000 units per year. The cost per unit is Rs. 2 & it costs Rs. 36 to place an order and to process the delivery. The inventory carrying cost is estimated at 9% of average inventory investment.
- Determine :
- Economic order quantity. (EOQ)
 - Optimum no. of orders placed per annum.
 - Minimum total cost of inventory per annum.



- b) What do you understand by Economic Order Quantity ?
Explain graphically.
- c) Discuss the various Sales Promotion methods that a company can undertake to increase sales of its products.

6 + 4 + 5
