

Total No. of printed pages = 4

**HS 131506**

Roll No. of candidate

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**2018**

**B.Tech. 5th Semester End-Term Examination**

**PRINCIPLES OF MANAGEMENT**

Full Marks – 100

Time – Three hours

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The figures in the margin indicate full marks  
for the questions.

Answer Question No. 1 and any *six* from the rest.

1. Answer the following. (MCQ/Fill in the blanks) :  
(10 × 1 = 10)
  - (i) \_\_\_\_\_ is the aggregate demand of potential buyers for a product or service. (Marketing Function / Market / Money)
  - (ii) 7-S Theory was the contribution of \_\_\_\_\_ (Drucker / Kinsey / Gregor)
  - (iii) Net Working Capital = \_\_\_\_\_ minus Total Current Liabilities (Current Asset / Total Current Asset / Gross Working Capital)
  - (iv) Douglas McGregor is known for the development of
    - (a) Need Hierarchy Theory
    - (b) Theory X and Y
    - (c) Hawthorne Studies
    - (d) Scientific Management Theory

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- (v) The person who starts the process of considering a purchase is called
- Influencer
  - Initiator
  - Payer
  - Decider
- (vi) Physiological Needs are essential for \_\_\_\_\_ of a person. (survival/welfare)
- (vii) First step in delegation is the assignment of \_\_\_\_\_. (work/authority)
- (viii) A good organisation helps in achieving individual goals. (True / False)
- (ix) The principle of unity of command is concerned with
- Activity
  - Persons
  - Remuneration
  - Respect of authority
- (x) Gang Plank implies \_\_\_\_\_ communication. (direct / indirect / formal / informal)
2. (a) What is Working Capital? Discuss the sources of financing working capital requirement. (2 + 8 = 10)
- (b) The Stock of ROYAL DEALERS LTD. is Rs. 2,000; Debtors Rs. 4,000; Cash Rs. 1,000 in which the Gross Working Capital comes to Rs. 7,000. The Sundry Creditors is Rs. 4,000; Bills Payable is Rs. 500 and Bank Overdraft is Rs. 500. Calculate the Net Working Capital of the company. (5)

3. Write short notes on any *three* of the following. (3 × 5 = 15)
- Job Analysis
  - SWOT Analysis
  - MBO
  - Morale.
4. (a) What is Consumer Behaviour? Discuss the roles a buyer can play while purchasing a product or service. (2 + 5 = 7)
- (b) Write short notes : (2 × 4 = 8)
- Sales Promotion
  - Product Planning
  - Product Development
  - Market Research.
5. (a) Outline the elements of the Staffing Function of Management. (10)
- (b) "Efforts should be made to motivate employees for contributing their maximum". Point out the significance of motivation in a business. (5)
6. (a) "Fayol is considered as the father of modern management theory" Discuss. (10)
- (b) Discuss the contribution of Abraham Maslow to management thought. (5)
7. (a) Discuss the barriers to effective communication. What measures would you suggest to overcome them? (5 + 3 = 8)
- (b) "Leaders are born and not made". Discuss with relevant examples. (7)



8. (a) "Planning originates controlling" elaborate. (5)
- (b) Why management process starts with planning? What do you mean by Planning Premises? Classify the various types of Planning Premises. (2 + 2 + 6 = 10)
9. (a) "Management is universal in nature" Elaborate. (5)
- (b) If you were a manager of any organisation, what qualities and skills should you have? Comment with the help of relevant examples. (5 + 5 = 10)