

**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.

$$3 \times 5 = 15$$

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 :  $3 \times 5$

a) MBO

b) Ratio analysis

c) Leadership styles

d) Decision making tools

e) Stress Management

f) 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 :

- i) Economic order quantity. (EOQ)
  - ii) Optimum no. of orders placed per annum.
  - iii) 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

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