



**MAULANA ABUL KALAM AZAD UNIVERSITY OF
TECHNOLOGY, WEST BENGAL**

Paper Code : HU-511

PUID : 05066 (To be mentioned in the main answer script)

PRINCIPLES AND 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) Management is act of getting things done through
- | | |
|---------------|-------------------|
| a) people | b) process |
| c) parameters | d) none of these. |
- ii) According to Luther Gulick there are management functions.
- | | |
|------|------|
| a) 6 | b) 5 |
| c) 7 | d) 8 |
- iii) The function which determines in advance what to be done is
- | | |
|---------------|--------------|
| a) directing | b) reporting |
| c) organizing | d) planning. |

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- iv) Creating new ideas to improve a product or process is called
- product design
 - innovation
 - process development
 - none of these.
- v) Liaisoning is a/an role of manager.
- informational
 - interpersonal
 - decisional
 - motivational.
- vi) Classical approach to management was not proposed by
- F. W. Taylor
 - Henry Fayol
 - Douglas McGregor
 - Franck Gilbreth.
- vii) MBO was first described by
- Henry L. Gantt
 - Peter F. Drucker
 - Mary Parker Follett
 - none of them.
- viii) Need hierarchy was proposed by
- Elton Mayo
 - Henry Fayol
 - Abraham Maslow
 - none of them.
- ix) Which of the following is not a hard element of McKinsey's 7S framework?
- strategy
 - skill
 - structure
 - system.
- x) Which of the following is true for group decision making?
- it is not participative
 - biases are eliminated
 - not democratic in nature
 - people agree for the sake of agreement.

xi) In marketing

- a) product enjoys the importance
- b) emphasis is on corporate needs
- c) long term objective is aimed at
- d) top priority is given to profit maximization.

xii) The combination of different marketing decision variables is called

- a) marketing plan
- b) market segmentation
- c) product line
- d) marketing mix.

GROUP - B

(Short Answer Type Questions)

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

- 2. Briefly describe the nature of management.
- 3. What is directing ? Name the 3 sub-functions of directing. Explain each sub-function in brief. $1 + 1 + 3$
- 4. What do you mean by organizing ? Explain with examples organizational structure. $2 + 3$
- 5. State the barriers of communication.
- 6. Explain the drawbacks of traditional methods of management as pointed out by F. W. Taylor.

GROUP - C

(Long Answer Type Questions)

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

- 7. What are the principal different types of roles of a manager ? Describe the interpersonal and informational roles of a manager. $2 + 6 + 7$

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8. a) Explain the four principles of F. W. Taylor for scientific management.
b) Elaborate the roles of Frank Gilbreth and Lillian Gilbreth towards the development of scientific approach of management thoughts. 8 + 7
9. a) Describe the barriers for effective planning.
b) Explain in detail the McKinsey's 7S framework. 8 + 7
10. a) Define leadership. State the differences between a leader and a manager. Explain leadership grid in brief. <http://www.makaut.com> 1 + 3 + 5
b) What do you mean by group decision making? State the different steps in a decision making process. 1 + 5
11. a) What is a marketing plan? With a flow diagram describe an annual marketing planning process. 2 + 5
b) Explain product mix. Briefly describe the 7 levels of product hierarchy. 2 + 6

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