

SEM-6/HU-601/2013

2013

PRINCIPLES OF MANAGEMENT

Time : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

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

GROUP - A

(Multiple Choice Type Questions)

Choose the correct alternatives for any ten of the following :

10 × 1 = 10

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.

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.

[Turn over

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

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

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

Q.1 Will you classify the levels of management in an organization ? Describe the functions performed by different levels of management.

Q.2 '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 × 15 = 45

- What is SQC ? State its advantages.
- 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

- Differentiate between marketing and selling.
- What is marketing mix ? Discuss the elements of marketing mix and its implications in marketing planning.
- What is sales forecasting ? Why is it important ?

5 + 10

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

- 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 : 3×1

- MBO
- Ratio analysis
- Leadership styles
- Decision making tools
- Stress Management
- TQM.

11. a) A Company has got a demand for particular part a 10,000 units per year. The cost per unit is Rs. 2 & i 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.

understand by Economic Order Quantity ?
graphically.

the various Sales Promotion methods that a
can undertake to increase sales of its
facts. $6 + 4 + 5$