

Name :

Roll No. :

Invigilator's Signature :

CS/M.TECH(IT)/SEM-1/ITM-103/2011-12
2011
GENERAL 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 the following : $10 \times 1 = 10$
 - i) Human Resource Planning is required to meet the following objectives
 - a) forecast personnel requirements
 - b) use existing manpower productivity
 - c) promote employees in a systematic manner
 - d) all of these.
 - ii) decision relates to the selection of assets in which an organization wants to invest
 - a) Finance
 - b) Dividend
 - c) Investment
 - d) none of these.
 - iii) STP means
 - a) segmentation, trade & promotion
 - b) strategy, transmission & positioning
 - c) strategy, trade & positioning
 - d) segmentation, targeting & positioning.



- iv) Following is not a type of policy
 - a) oral policy
 - b) written policy
 - c) originated policy
 - d) appealed policy.
- v) Shareholders' wealth maximization means the maximization of the of a course of action.
 - a) net present value
 - b) profit
 - c) share price
 - d) all of these.
- vi) The list of all products offered for sale by a company is called
 - a) product differentiation
 - b) product line
 - c) product mix
 - d) none of these.
- vii) is the pattern of planned human resource development and activities intended to enable an organization to achieve its goals.
 - a) Competitive advantage
 - b) Systems approach
 - c) Strategic human resource management
 - d) None of these.
- viii) In case of , we calculate future value from a given present value
 - a) compounding
 - b) discounting
 - c) annuity
 - d) time value of many.
- ix) The marketing mix consists of
 - a) place, product, people, packaging
 - b) product, price, people, promotion
 - c) product, price, people, program
 - d) product, price, place, promotion



- x) Which one of the following is not an Industrial Dispute Settlement machinery under Industrial Dispute Act, 1947 ?
- a) industrial tribunal b) board of conciliation
c) collective bargaining d) conciliation officer.

GROUP – B

(Short Answer Type Questions)

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

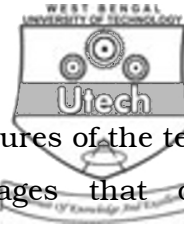
2. What is a Trade Union and what are its objectives ?
3. What are the functions of financial management ?
4. What are the steps in Capital Budgeting technique ?
5. Define Marketing and explain the concept of need, want & demand with example.
6. Write a short note on Human Resource Information System.

GROUP – C

(Long Answer Type Questions)

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

7. What do you mean by Human Resource Management ?
Enumerate the functions of Human Resource Management keeping in mind the present day scenario of different organizations. $3 + 12$



8. What is “career” ? Mention the important features of the term “career”. Explain the various career stages that one encounters in one’s career cycle. Explain in detail the concept of career development both in terms of individual and organization. 2 + 2 + 5 + 6
9. a) What are the different methods of compounding & discounting ?
- b) Arpita is offered either to receive Rs. 5000 one year from now or Rs. 7000 five years from now. Which one will Arpita accept and why if discount rate is 10%. Given present value of Rupee 1 at 10% are 0.909 and 0.621 for 1st and 5th year respectively. 10 + 5
10. What is PLC theory ? Explain different marketing strategies at different stages of PLC. 5 + 10
11. Explain the various methods of Performance Appraisal giving special attention to the modern methods of Performance Appraisal. Enumerate the problems faced with Performance Appraisal in any organization. 10 + 5
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