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Total Number of Pages : 01

**B.Tech.
HSSM3301**

**6th Semester Back Examination 2017-18
PRINCIPLES OF MANAGEMENT**

**BRANCH : AEIE, AERO, BIOMED, CHEM, CIVIL, CSE, ECE, EIE, ENV,
ETC, FASHION, FAT, IEE, IT, ITE, METTA, MINERAL, MME, PLASTIC, TEXTILE**

Time : 3 Hours

Max Marks : 70

Q.CODE : C136

**Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.**

- Q1 Answer the following questions : (2 x 10)**
- a) Why management is an Art?
 - b) Briefly write the concept of POSDCORB.
 - c) What do you understand by Unity of direction?
 - d) What are the advantages of performance Appraisal?
 - e) "Recruitment is a positive process but Selection is not". Justify.
 - f) What are On-the-job Training methods?
 - g) What do you mean by BARS?
 - h) What is time-rate wage system?
 - i) What are shares and debentures?
 - j) What do you mean by Job Specification?
- Q2 Describe the role of distribution channel with a neat diagram. (10)**
- Q3 a) Product Mix (5)**
b) External and Internal Turnover (5)
- Q4 Write the Max Weber's theory with clear description. (10)**
- Q5 a) Function of a Retailer (5)**
b) Essentials of a sound Wage plan. (5)
- Q6 a) Factories Act, 1948 Employee welfare (5)**
b) Media and Advertising. (5)
- Q7 What is the necessity of Consumerism in current days? Elucidate. (10)**
- Q8 Answer any TWO : (5 x 2)**
- a) MBO
 - b) Advantages of training
 - c) Fair Wage and Living Wage
 - d) Procedure of grievance handling