

322416(36)

B. E. (Fourth Semester) Examination, 2020

(Old Scheme)

(CSE, IT Branch)

PRINCIPLES of MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 28

Note : Attempt all questions. Part (a) of each question is compulsory and carries 2 marks. Attempt any two parts from (b), (c) and (d) which carry 7 marks each.

Unit-I

1. (a) What are the function of a manager? 2
- (b) Explain various difference between management and administration. 7

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- (c) Discuss in detail about the evolution of management. 2
- (d) Explain in detail about the different types of business organization. 7

Unit-II

2. (a) What is staffing? 2
- (b) Explain in detail the various types of planning. 7
- (c) Is decision making a rational process? Discuss. 7
- (d) Explain various steps involved in planning. 7

Unit-III

3. (a) What are the various leadership qualities required in a good leader? 2
- (b) Explain various types of leadership with its different styles. 7
- (c) Differentiate between motivation and satisfaction. 7
- (d) Explain any two theory of motivation. 7

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Unit-IV

4. (a) What is effective communication? 2
- (b) Explain the concept of marketing mix. 7
- (c) Describe break even analysis. 7
- (d) Write short notes on : 7
- (i) Advertisement
- (ii) Sales promotion

Unit-V

5. (a) What do you understand by productivity? 2
- (b) Discuss in detail about the budgetary and non budgetary control techniques. 7
- (c) Discuss the impact of information technology in management. 7
- (d) Write short notes on : 7
- (i) TQM
- (ii) Business process reengineering