

THU-608

205

Printed Pages : 3

Paper Code & Roll No. to be filled in your Answer Book

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B. Tech. EEE

UTU (SEM.-VI) Examination-2015

Principles of Management

Time : 2 Hrs.

Max. Marks :50

Instruction:

All questions are Compulsory.

1. Attempt any **THREE** of the following: (3×5=15 Marks)

a) Define the term Organization.

b) What is Hierarchy of Organization?

c) Mention any four advantages and four limitations of planning.

d) Define the term TQM.

e) What is Organization chart? Draw organizational chart.

(1)

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2. Attempt any **THREE** of the following: (3×5=15 Marks)

- a) What are the effects of buyer's behavior on marketing strategy?
- b) Define Management. Mention the role of Managers.
- c) What are the functions of management? Describe any one.
- d) What is meant by formal & Informal Organization? Give example.
- e) What is delegation of authority? Why it is done.

3. Attempt any **TWO** of the following: (2×5=10 Marks)

- a) What are the basic leadership styles? Explain them critically.
- b) Compare the management practices in Japan to those in the United States. With respect to
 - i) Planning
 - ii) Organizing
 - iii) Staffing

iv) Leading compare between US & Japan

C) What does Maslow's Hierarchy of needs tell us about people's needs?

4. Attempt any **TWO** of the following: (2×5=10 Marks)

a) Explain the role of Management Information System with the help of neat diagram.

b) Explain about the major tendencies favoring the development of a unified global theory of management.

c) Describe task & Philosophies of marketing management.

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