

M.C.M. (CBCS Pattern) Semester-III
PMCMT301 - Principle of Technique Management

P. Pages : 1

Time : Three Hours



GUG/W/24/10770

Max. Marks : 80

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) State the Objectives of Coordination. 8
b) Explain the Principles of organization. 8
- OR**
- c) Difference between Centralisation and Decentralisation. 8
d) State the importance of Coordination. 8
2. a) State the types of marketing research. 8
b) Explain the strategies of marketing process. 8
- OR**
- c) State the nature and scope of marketing process. 8
d) Explain the objectives of marketing research. 8
3. a) State the causes and remedies of absenteeism. 8
b) Explain the objectives of job evaluation. 8
- OR**
- c) Explain the process of Recruitment and selection. 8
d) Explain the importance of job evaluation. 8
4. a) Explain the functions of interpersonal communication. 8
b) State the process and significance of business communication. 8
- OR**
- c) Write the concept and objectives of business communication. 8
d) Write the Characteristics of report writing. 8
5. Write short note-
a) Span of control. 4
b) 7Ps of marketing. 4
c) Performance appraisals. 4
d) Lose-Lose and Win-Win orientation. 4
