

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

P. Pages : 1

Time : Three Hours



**GUG/S/23/10770**

Max. Marks : 80

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

1. a) State the principles of Coordination. 8  
b) Difference between centralization and decentralization. 8

**OR**

- c) Explain the functions of organization. 8  
d) State the importance of coordination. 8

2. a) Discuss the strategies of marketing process. 8  
b) Explain the objectives of marketing research. 8

**OR**

- c) Write the nature and scope of marketing process. 8  
d) State the types of marketing research. 8

3. a) Explain the objectives of job evaluation. 8  
b) State the causes and remedies of absenteeism. 8

**OR**

- c) State the importance of job evaluation. 8  
d) Recruitment and selection. 8

4. a) Discuss the types of report writing. 8  
b) Explain the function of interpersonal communication. 8

**OR**

- c) State the process and significance of business communication. 8  
d) Write the concept and objectives of business communication. 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

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