

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

P. Pages : 1

Time : Three Hours



**GUG/W/22/10770**

Max. Marks : 80

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

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|-----------|----|---|----------|
| <b>1.</b> | a) | Explain the characteristics of Good Plan.       | <b>8</b> |
|           | b) | Explain the Importance of organization.         | <b>8</b> |
| <b>OR</b> |    |   |          |
|           | c) | Explain the methods of Effective co-ordination. | <b>8</b> |
|           | d) | Explain the types of organization.              | <b>8</b> |
| <b>2.</b> | a) | Explain the 7Ps & Marketing.                    | <b>8</b> |
|           | b) | State the strategic of Marketing Process.       | <b>8</b> |
| <b>OR</b> |    |   |          |
|           | c) | Explain the methodology of Marketing Research.  | <b>8</b> |
|           | d) | Explain the scope of Marketing Process.         | <b>8</b> |
| <b>3.</b> | a) | State the significance of Human Factor.         | <b>8</b> |
|           | b) | State the objectives of Job Evaluation.         | <b>8</b> |
| <b>OR</b> |    |   |          |
|           | c) | Explain the need of Performa Appraisal.         | <b>8</b> |
|           | d) | Discuss the types of Recruitment.               | <b>8</b> |
| <b>4.</b> | a) | Explain the elements of Report.                 | <b>8</b> |
|           | b) | state the objectives of Business communication. | <b>8</b> |
| <b>OR</b> |    |   |          |
|           | c) | Explain the structure of Report.                | <b>8</b> |
|           | d) | Explain the process of Business communication.  | <b>8</b> |
| <b>5.</b> |    | Write short note.                               |          |
|           | a) | Centralization V/s Decentralization.            | <b>4</b> |
|           | b) | BCQ Models.                                     | <b>4</b> |
|           | c) | Time Keeping HRA.                               | <b>4</b> |
|           | d) | Win Win Orientation.                            | <b>4</b> |

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