

M.C.M. - II CBCS Pattern Semester-III  
**PMCMT301 - Principle of Techniques Management**

P. Pages : 1

Time : Three Hours



**GUG/S/24/10770**

Max. Marks : 80

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

1. a) State advantages and disadvantages of centralization. 8  
b) Explain the importance of organization. 8

**OR**

- c) Write the nature & steps of a good plan. 8  
d) Explain the terms of Authority and Responsibility in brief. 8

2. a) What do you mean by marketing research? 8  
b) Explain the formulation of a marketing plan. 8

**OR**

- c) Write meaning and nature of marketing management. 8  
d) State various strategies required in marketing plan. 8

3. a) Write concept and objectives of job evaluation. 8  
b) Explain the need of performance appraisal. 8

**OR**

- c) Write a selection process in detail. 8  
d) Discuss the types of Recruitment. 8

4. a) Explain various types of business communication. 8  
b) State various elements of a report. 8

**OR**

- c) State the importance of listening. 8  
d) Write the meaning & elements of negotiation. 8

5. Write short note-  
a) Need of co-ordination. 4  
b) 7P's of marketing. 4  
c) Importance of Jobe evaluation. 4  
d) Principles of presentation. 4

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