

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

-
- 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
