

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

P. Pages : 1

Time : Three Hours



GUG/W/23/10770

Max. Marks : 80

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

1. a) Explain the principles & methods of effective co-ordination. 8
b) Explain the concept & types of organization. 8

OR

- c) Mention the steps & characteristics of good plan. 8
d) What is delegation & centralization v/s Decentralization. 8
2. a) Draw the proforma of marketing plan & explain strategic marketing process. 8
b) Mention the 7 Ps of marketing. 8

OR

- c) Meaning & scope of marketing research. 8
d) State the nature & scope of marketing process. 8
3. a) Mention the position of Absenteeism & Time keeping in performance Appraisal. 8
b) Explain the concept & Importance of Job evaluation. 8

OR

- c) Explain the concept & Nature of Human resource management. 8
d) What is merit rating? Explain procedures of merit rating. 8
4. a) Explain the concept Report writing & mention the elements of Report. 8
b) State the objectives & significance of business communication. 8

OR

- c) Clarify Lose-Lose & Win-Win orientation. 8
d) Explain the listening & interpersonal skills in business communication. 8
5. Short notes:
a) Span of control. 4
b) Formulation of marketing plan. 4
c) Service Records. 4
d) Negotiations. 4
