

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**

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