

M.C.M.(with Credits)-Regular-Semester 2012 Sem III
MCM231 - Principle Techniques and Management

P. Pages : 1

Time : Three Hours



GUG/W/16/3033

Max. Marks : 80

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

1. a) What is management? Explain its outstanding characteristics? **8**
b) Explain the basic steps and advantages of organising process. **8**

OR

- c) Explain the characteristic, of sound plan? suggest measures for making planning effective. **8**
d) What is delegation of authority? Explain its significance? **8**
2. a) Explain the role of marketing management. **8**
b) Discuss the elements of strategic marketing planning. **8**

OR

- c) What do you mean by marketing research? Describe its scope and importance. **8**
d) What are primary data? Briefly analyse a few methods of collecting primary data. **8**
3. a) What is Human Resource management? Explain the objectives of HRM. **8**
b) Explain the importance and procedure of Job Evaluation. **8**

OR

- c) What is mean by performance Appraisal? Explain its objectives. **8**
d) Discuss traditional methods of performances Appraisal. **8**
4. a) "Write the meaning and significance of communication. **8**
b) Mention the barriers for communication & suggest the remedies to overcome those barriers. **8**

OR

- c) Explain the essential elements of a good communication system? **8**
d) Describe the popular communication networks observed in formal & informal organisations. **8**
5. Write short note.
a) Nature of principles of management. **4**
b) Objectives of marketing. **4**
c) Methods of Recruitment. **4**
d) Essentials of effective communication. **4**
