

B.E.(with Credits)-Regular-Semester 2012 - Computer Science and Engineering Sem VI
CSE605 - Principles of Management

P. Pages : 1

Time : Three Hours



GUG/W/16/5344

Max. Marks : 80

- Notes :
1. All questions carry equal marks.
 2. Due credit will be given to neatness and adequate dimensions.
 3. Assume suitable data wherever necessary.

1. a) What is Management ? Explain. 8
b) What is the importance of planning in management ? 8

OR

2. a) Explain the concept of Decision making in brief. 8
b) What are the managerial skills a modern manager should have ? 8

3. a) What is management information system ? Explain. 8
b) Explain information requirement system in detail ? 8

OR

4. a) What are the application of management information system ? 8
b) What is the need & scope of MIS with respect to information systems in modern era. 8

5. a) What is Marketing management ? Explain in detail. 8
b) Highlight and Explain the modern Indian Marketing Environment with its scope. 8

OR

6. a) What is financial management ? Explain its function. 8
b) Explain market segmentation & Market planning. 8

7. a) What is Human Resource management ? Explain with a real life example ? 8
b) What are the security and safety measures considered by human resource management. 8

OR

8. a) Explain the importance of Training and development in Human Resource Management. 8
b) What are the security and safety measures considered by Human Resource Management. 8

9. a) What is stress ? Explain the consequences of stress. 8
b) Explain organizational development in detail. 8

OR

10. a) What are the design issues for designing an effective organization. 8
b) What do you understand by organizational change ? Explain how you manage the job stress. 8
