

B.E. Computer Science & Engineering Sixth Semester
CSE605 - Principles of Management

P. Pages : 2

Time : Three Hours



GUG/W/18/1676

Max. Marks : 80

- Notes :
1. All questions are compulsory.
 2. All questions carry marks as indicated.
 3. Due credit will be given to neatness and adequate dimensions.
 4. Assume suitable data wherever necessary.
 5. Illustrate your answers wherever necessary with the help of neat sketches.

1. a) Discuss the characteristics of management. 8
b) What is the function of Management? Explain each in detail. 8

OR

2. a) Discuss the Nature of Management as a science, as art and as a profession. 8
b) Write a note on "Management Vs Administration." 8
3. a) Define MIS. What are the objectives and characteristics of MIS. 8
b) Discuss issues related to designing of MIS for an organization. 8

OR

4. State and Explain various classes of MIS. 16
5. Write a note on.
i) Interactive Marketing. 8
ii) Targeted Marketing. 8

OR

6. a) Explain different marketing concepts under which organizations conduct their marketing activity. 8
b) "Marketing starts with consumers and end with consumers". Explain. 8
7. a) What are the key component areas of Human Resource Management? 8
b) What are the various objectives of HRM? Explain each in detail. 8

OR

8. a) What are the various functions of HRM? Explain each in detail. 8
b) What are the main types of Human Resource planning? Explain each type in detail. 8

- 9.** Write short notes on. **16**
- a) Process of organizing.
 - b) Need for Organizational Behavior.

OR

- 10.** Explain in short.
- i) Autocratic Behaviour Model. **4**
 - ii) Custodial Behaviour Model. **4**
 - iii) Supportive Behaviour Model. **4**
 - iv) Collegial Behaviour Model. **4**
