

B.E. (CST, ETC, EE, IT) Part-III 6th Semester Examination, 2010
Principles of Management
(HU-5602)

Time : 2 hours

Full Marks : 35

Answer all FOUR questions.
3 (Three) marks are reserved for neatness.

1. a) Why is it necessary for the companies to perform value-chain analysis? [8]
OR
b) Describe the 'Overall Cost Leadership*' strategy and the conditions under which it is used. [8]
2. a) Explain the conditions when a company could use the product development strategy to grow. [8]
OR
b) Elaborate : (i) Advertising and its uses.
(ii) Sales promotion and its uses. [4x2]
3. a) In the introduction stage of the Product Life Cycle, the buyers are motivated to adapt to a new concept of living. How can this be explained with the help of Maslow's Hierarchy of Needs theory. [8]
OR
b) "Motivators are things which induce an individual to perform." - Explain with examples. [8]
4. a) Explain the decisions to be taken by a finance manager. [8]
OR
b) "Assets are supposed to provide benefits in future but the nature of benefits is not the same for all Assets. This is true for liabilities also." - Explain with examples. [8]