

B.E. 5th Semester Final Examinations, 2011
Principles of Management [Hu- 5602]
Branches: CE/ME/Min/Met

Full Marks:35

Time: 2 Hrs.

Answer any Four question.

3 marks for neatness.

All question carry equal marks.

1. Performance of Value chain activities determine the success on failure of an organization.-Do you agree, if so why or why not? [8]

OR

Why is Personal Selling an important promotional tool in industrial marketing. [8]

2. Under what circumstances will a company choose diversification strategy, as a means to grow? [8]

OR

What is Product Life Cycle? Explain with an example. [8]

3. Describe the 'Boygrid' in industrial marketing. [8]

OR

Elaborate : a) Motivators; b) Levels of management. [4+4 = 8]

4. Write a note on any one :

a) Working capital.

b) Maximization of Value of the Firm.