

PRINCIPLES OF MANAGEMENT ( HU-5602 )

Full Marks: 35

Time : 2 hours

3 (three) marks for neatness

Answer Q. No. 1 and any THREE from the rest.

1. Answer any one : [8]
  - a) Explain how investment decision with respect to long term Physical asset is made.
- OR
- b) Explain how investment decision with respect to Financial asset is made.
2. What is SWOT analysis? Describe its usefulness to a company in adopting the future course of actions. [8]
3. You have been assigned to analyze the performance of a company. Which aspects of the company will you analyze for fulfilling this purpose? [8]
4. Explain the characteristics of services and state how a service company will attempt to overcome the challenges, posed by these unique characteristics? [8]
5. Short notes : (any two): [ 4+4] = 8
  - a) Horizontal integration strategy
  - b) Product life cycle.
  - c) Marketing objectives.