

B.E. 6th Semester ETC, EE, CST & IT Examination 2012
Principles of Management [Hu-5602]

Full Marks : 35

Time : 2 hours

Answer all FOUR questions.
3 (three) marks for neatness.

1. Explain the major corporate level strategies and the reasons for adopting these strategies in different scenarios. (8)

OR

Discuss Maslow's Hierarchy of Needs theory with examples. (8)

2. Define services. What are the characteristics of services? (8)

OR

Explain Horizontal Integration strategy and what are the advantages and disadvantages of using this strategy? (8)

3. "The internal environment of an organization has an impact on the capability of an organization and ultimately on its competitive advantage" – Explain. (8)

OR

State how Product life cycle helps the marketing manager in taking appropriate marketing decisions. (8)

4. Give an overview of the process of investment by a firm with respect to physical assets and financial assets. (8)

OR

Classify assets and liabilities from different perspectives. (8)