

**PRINCIPLES OF MANAGEMENT ( HU-5602 )**

Full Marks: 35

Time : 2 hours

Answer all 4 (four ) questions  
Three (3) marks for neatness

1. State the importance of performing SWOT Analysis, by a company. [ 8]

OR

'Describe the primary Corporate strategies with examples [ 8]

2. Which factors motivate a customer to buy insurance products. [ 8]

OR

Describe the stages in industrial buying and the three types of buying situations. [8]

3. Describe the market development strategy with examples. [ 8]

OR

Describe the Product Life Cycle, with examples. [8]

4. Write notes on (any one ) [8X1 ]

a) Maximization of the Firms' Wealth.

b) Various types of Assets with example.

c) Investment Decisions.