

R 8515

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2006.

Seventh Semester

Information Technology

MG 332 — PRINCIPLES OF MARKETING AND MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Who was Henri Fayol and what were his contributions to management theory?
2. Distinguish between Public and Private sector enterprises.
3. Distinguish between strategies and policies.
4. Are budgets also a type of plan? Elucidate.
5. What is 'Bounded rationality' in decision making?
6. What are the assumptions of theory X?
7. What are the sources of short term finance?
8. What is Production, Planning and Control (PPC)?
9. What are the elements of the marketing mix?
10. What are the objectives of performance appraisal?

PART B — (5 × 16 = 80 marks)

11. (a) Summarise the contributions of management writers and practitioners to the evolution of management thought.

Or

- (b) What are the functions of a manager? Explain.

12. (a) Explain the systems approach to management by objectives.

Or

(b) Elucidate the various steps in the planning process.

13. (a) Explain Herzberg's motivation-hygiene theory and its implications on practice.

Or

(b) What are the requirements for effective controls to be put in place in order to make events conform to plans?

14. (a) Explain the various methods used for arriving at investment decisions.

Or

(b) Explain the various inventory control techniques.

15. (a) Explain the various elements of the marketing mix. What are the factors that affect the marketing mix?

Or

(b) Explain the various conflict identification and resolution strategies.