

## **Principles of Management –MG6851-Question Bank**

### **Unit -1**

#### **Part A (20X2 marks)**

1. Define Management  
Management is the art and science of getting the objective of the organization accomplished through and with people.
2. Mention the role of Managers(any two).  
Interpersonal and informational roles
3. What is MNC? Give examples.  
MNC is Multinational Corporation. Example Hyundai Motors and Ford Motors
4. What are the various functions of Management?  
Planning, Organizing, Staffing, Directing and Controlling.
5. What is Scientific Management?  
Replacing rules of thumb with science(organized knowledge), obtaining harmony in group action, achieving cooperation of all human beings, working for maximum output rather than restricted output.
6. Define Administration.  
Administration is that part of management which is connected with the installation and carrying out of the procedures by which the programme is laid down and communicated and the progress of activities is resulted and checked against the plans.
7. What is sole trading?  
Business unit which is owned and controlled by a single individual is known as sole trading..
8. Write any two demerits of sole trading.  
1) Limited resources  
2) Short life.
9. What is partnership?  
A partnership is an association of two or more persons to carry on business and to share its profits and losses.
10. What is scientific Management?  
The systematic study of relationships between people and tasks for the purpose of redesigning the work process to increase efficiency.
11. Is Managing , a science or an art?  
It is the organized knowledge that constitutes a science and managing as a practice is an art. Science and art are complementary and not exclusive.

# Marketing Management Essay Questions And Answers

**Léo Pomar**



## **Marketing Management Essay Questions And Answers:**

## **Marketing Management Essay Questions And Answers** Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the power of words has be evident than ever. They have the capability to inspire, provoke, and ignite change. Such may be the essence of the book **Marketing Management Essay Questions And Answers**, a literary masterpiece that delves deep in to the significance of words and their affect our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall affect readers.

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