

Roll No.

24023

B. Tech 3rd Semester (Electrical Engg)

Branch - 1

Examination – December, 2011

FUNDAMENTALS OF MANAGEMENT

Paper : HUM - 203 - F

Time : Three hours]

[Maximum Marks :100

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Question No. 1 is *compulsory*. After that attempt *one* question from each Section. Total *five* questions are to be attempted including Q. 1.

1. (i) Give the elements functions and types of meanings of management. Only the list of all these should be given.
- (ii) Give the list of all those factors which are taken care of the by personnel department for promotion.

- (iii) Write 10 - 12 lines on "organization for production Activities ?
- (iv) Write about 'Inventory - Classification'.
- (v) Give the detailed list of functions of Marketing management.
- (vi) Give the meanings of Market Research and Advertising.
- (vii) Give the characteristics of an Ideal Financial Management.
- (viii) Give the names of the various sources of finance.

SECTION - A

2. Explain any *two* of the following :

- (i) Bureaucracy (Max Weber, 1864-1920),
- (ii) Scientific Management,
- (iii) Fayal's Theory,
- (iv) Human Relations Approach.

3. You have been appointed as a Personnel Director of NOPDA - Precisions Ltd. It proposes to select some engineer - trainees. What procedure will you follow for the recruitment and selection of these personnel ? Discuss every step in brief.

SECTION - B

4. What kinds of activities are included in the area of production - management ? Also discuss about the problems relating to the control of production operations.
5. What is inventory ? How is it controlled ? Discuss with examples.

SECTION - C

6. What is the nature of marketing ? Also describe in short, the marketing philosophies.
7. Why is the advertising significant from society's point of view ? Also explain the types of advertising with the help of examples.

SECTION - D

8. Name the different names of finance resources. What kinds of sources are available for getting finance for each kind/type ? Also give the meaning of fixed - Capital.
 9. Differentiate between 'Capital Structure' and the 'Capital Mix.' Also write two pages on over - capitalization.
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