

**B. E. 4th Semester (ECE) Examination, May-2012**

**FUNDAMENTAL OF MANAGEMENT**

**Paper-HUM-202-E**

*Time allowed : 3 hours]*

*[Maximum marks : 100*

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*Note : Attempt five questions in all, selecting one question from each unit. All questions carry equal marks.*

**Unit-I**

1. Define management ? Describe briefly Henry Fayol's principles of management. 20
2. What is the difference between recruitment and selection ? Explain briefly internal and external sources of recruitment. 20

**Unit-II**

3. What is inventory control ? Define various techniques of inventory control. 20
4. Define production planning and control ? Explain steps involved in production planning and control. 20

**Unit-III**

5. Define marketing research ? Explain briefly advantages and limitations of conducting market research. 20
6. Distinguish between marketing and selling ? Explain function to be performed in the process of marketing. 20

**Unit-IV**

7. Define financial management ? Explain in detail objectives of financial management. 20
8. Explain in brief different short-term and long-term sources of raising finance. 20