

2101

B. E. 4th Semester (ECE) Examination,  
May-2010

FUNDAMENTAL OF MANAGEMENT

Paper-HUM-202-E

*Time allowed : 3 hours ] [Maximum marks : 100*

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*Note : Attempt any five questions. All questions carry equal marks.*

1. What do you understand by 'Management'? Explain the various functions of management. How the function of planning and control are interdependent? 20
2. What do you understand by manpower planning? Describe briefly the major activities involved in manpower planning? 20
3. What do you understand by Promotion? On what grounds promotion should be based i.e seniority or merit or both? 20
4. What is the difference between selling and marketing? Explain the importance of marketing in the modern society. Explain the main marketing functions. 20

5. What do you understand by advertising ? Explain the objectives and functions of advertising. Why it is said that advertising is harmful to society ? 20
6. Define Personnel Management and explain the important functions of Personnel Management. How the importance of personnel management is increased now a days ? 20
7. What do you understand and by Production Planning and Control ? Explain the various steps involved in production planning and control. 20
8. What do you understand by Financial Management ? Explain the various sources of Finance to an Industrial concern. 20