

B. E. 4th Semester (ECE) Examination,

May-2010

FUNDAMENTAL OF MANAGEMENT

Paper-HUM-202-E

*Time allowed : 3 hours ]*

*[Maximum marks : 100*

*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