

24023

B.Tech. 3rd Semester (Electrical Engg.) Branch-1

Examination, December-2013

FUNDAMENTALS OF MANAGEMENT

Paper-HUM-203-F

Time allowed : 3 hours]

[Maximum marks : 100

Note : Question No. 1 is compulsory. Attempt five questions out of nine questions, selecting at least one from each unit.

1. (a) Explain outdoor Advertising. $2 \times 10 = 20$
- (b) State the qualities of a good manager.
- (c) Should promotion be based on seniority or on merit ?
- (d) What is Economic Order Quantity ?
- (e) What is the importance of financial management ?
- (f) "Management is Universal" Comment.
- (g) What is the difference between Equity shares and Preference shares ?
- (h) What is the meaning of capital structure ?
- (i) Explain staffing.
- (j) What is the role of financial manager in a company ?

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Section-A

2. (a) "Management is both a science and an art."
Explain. 10
- (b) What are the various functions of management ?
Also explain their interrelationships. 10
3. What is training ? Explain its objectives, importance and types. 5+5+10=20

Section-B

4. What is Inventory control ? What are the benefits of inventory control to an industrial concern ? Explain techniques of inventory control in detail. 2+5+13=20
5. What is Production management ? Explain the importance and functions of Production management. Also explain the steps involved in production planning and control. 20

Section-C

6. (a) Describe marketing functions. 10
- (b) Explain the importance, objectives and limitations of marketing research. 10

7. Name the various Advertising Media. Suggest suitable media for Cosmetics, Cooking oil, Truck Tyres with their relative merits. Also explain whether 'Advertising is a Social waste' ?

Section-D

8. What is financial management ? What is the role of financial manager of a company ? Explain various sources of finance in detail. 10+10=20
9. Write short notes on :
- (a) Functions of financial management.
 - (b) Importance of financial management.
 - (c) Factors affecting capital structure.
 - (d) Objectives of financial management.