

Roll No.

24023

B. Tech. 3rd Semester (Electrical Engg.)

Examination – December, 2012

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 : (1) Each questions carry equal marks.

(2) Questions No. 1 is **compulsory**. Attempt **five** questions in all selecting at least **one** from each **Section**.

1. (a) Define management. 20
- (b) Importance of training for employees.
- (c) What is the difference between recruitment and selection ?

- (d) How does marketing help a firm to build its goodwill in the market ?
- (e) Discuss advantages of marketing research.
- (f) What is EOQ ?
- (g) What is the difference between Advertising and Publicity ?
- (h) What is the importance of production planning and control for a manufacturing concern ?
- (i) What is the role of financial manager for a company ?
- (j) What is the difference between unity of command and unity of direction ?

SECTION – A

- 2. Explain the principles of Management as propounded by Henry Fayol. 20
- 3. What do you understand by Manpower planning ? Explain the steps in Manpower planning for a medium sized company. 20

SECTION – B

4. State the objectives of production planning and control.

Discuss the steps in production planning and control.

5, 15

5. Write short notes on the following : $5 \times 4 = 20$

- (a) objectives of inventory control
- (b) Economic order quantity
- (c) ABC analysis
- (d) Maximum and Minimum stock levels

SECTION – C

6. Explain Advertising and various media of Advertising. Suggest suitable media for advertising

(i) Shoes (ii) Cosmetics. Why it is said that "Advertising is a social waste." Also comment on this statement.

20

7. Explain the term Marketing. How far it is different from selling. Explain various functions of Marketing ?

20

SECTION – D

8. Define Financial Management. Explain the various sources through which a limited company can raise its capital. Mention the relative merits and demerits of these sources. 20

9. What is meant by capital structure ? What are the factors to be kept in mind while determining the capital structure of a company. What are the essentials of a sound capital structure ? 20