

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

FUNDAMENTAL OF MANAGEMENT

Paper-HUM-202-E

Time allowed : 3 hours]

[Maximum marks : 100

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