

Roll No.

Total No. of Pages : 2

BT-6/J08

9171

Fundamentals of Management

Paper : HUT-302E

Time—Three Hours]

[Maximum Marks—100

Note :— Attempt **Five** questions in all, choosing at least **One** question from each unit. All questions carry equal marks.

UNIT-I

1. Examine critically the various sources of raising long-term funds by a joint-stock company. 20
2. Explain the objectives of Financial Management. What are the main duties of a Financial Manager ? Explain with examples. 20

UNIT-II

3. Explain the operative functions of Personnel Management by giving examples from Industry. 20
4. Discuss the need of Human Resource development in the Present-day scenario. 20

UNIT-III

5. Explain :—
 - (a) Essentials of work measurement. 10
 - (b) Objectives of Production Management. 10
6. In deciding location of an Industry, is it necessary to attach greater importance to sources of raw materials or market ? Discuss. 20

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Contd.

UNIT-IV

7. What do you mean by International Marketing ? Do you find any scope of International marketing in the global context ?
20
8. What is Marketing mix ? Explain all the elements of Marketing mix.
20