

Roll No.

Total Pages : 2

BT-5/DX

8587

FUNDAMENTALS OF MANAGEMENT

Paper : HUT-302

Time : Three Hours]

[Maximum Marks : 100

Note : Attempt *five* questions in all, selecting at least *one* question from each unit. All questions carry equal marks.

UNIT-I

1. Define Financial Management. What are the objectives of Financial Decisions ? Also explain the duties of a Financial Executive.
2. Write a detailed note on Sources of Finance.

UNIT-II

3. Define Personnel Management. Explain in detail, the operative functions of Personnel Management.
4. Explain the concept of Job Analysis. Also discuss the process of Job Analysis.

UNIT-III

5. Define Production Management. Describe in detail, its objectives.
6. What is meant by Ideal Plant Layout ? Explain the factors affecting Plant Layout.

8587/6600/KD/2007

[P.T.O.]

UNIT-IV

7. Explain the following :

- (i) Importance of Marketing Management.
- (ii) International Marketing.

8. Define Marketing Mix. Explain in detail various Elements of Marketing Mix.