

BT-5/D-13

## FUNDAMENTALS OF MANAGEMENT

Paper – HUT-302-E

Time allowed : 3 hours]

[Maximum marks : 100

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

### Unit-I

1. Assuming wealth maximization to be the objective of financial management, show how the financing, investment and dividend decisions of a company can help to attain this objective.
2. Explain the factors which are to be taken into consideration while planning the working capital requirement of a firm.

### Unit-II

3. (a) Discuss the objectives of personnel management.  
(b) Enumerate the duties and responsibilities of the personnel manager in an organization.
4. (a) What is the importance of job analysis ?  
(b) Explain human resource development.

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### Unit-III

5. Define production management. Discuss the functions of a production manager.
6. (a) What are the advantages of urban, suburban and rural location while identifying plant location ?  
(b) What are the objectives of work measurement ?

### Unit-IV

7. Explain the term marketing and explain its functions. Also explain 'seller market' and 'buyer market'.
8. What is marketing mix ? Explain the factors affecting marketing mix.