

Roll No. ....

**24023**

**B. Tech. 3rd Sem. (AEIE)  
Examination – December, 2015**

**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* : Question No.1 is *compulsory*. Attempt total *five* questions. Selecting at least *one* question from each Section. All questions carry equal marks.

1. Attempt all the *ten* questions : 2×10=20

- (a) Define the concept of management.
- (b) What do you mean by personnel management ?
- (c) Explain the concept of promotion.
- (d) What do you mean by production management ?
- (e) Define the concept of marketing information system.
- (f) What do you mean by marketing research ?

24023- 33,100 -(P-3)(Q-9)(15)

P. T. O.

- (g) Explain the old concept of marketing management.
- (h) What do you mean by financial management ?
- (i) Define the concepts of source of finance.
- (j) What do you mean by leverage

**SECTION - A**

- 2. What do you mean by management? Explain the main characteristics and importance of management in current scenario in industrial environment.
- 3. Explain the following:
  - (a) System approach of Management.
  - (b) Difference between Recruitment and selection.

**SECTION - B**

- 4. What do you mean by inventory management and explain various methods used in inventory control in an organization
- 5. What do you mean by production control and Explain the step involved in production control.

**SECTION - C**

- 6. What do you mean by marketing Mix of a firm ? Discuss the major components of a marketing mix.
- 7. Explain the following:
  - (a) Explain the characteristics in an ideal MIS.
  - (b) Explain the importance of marketing research in present industrial scenario.

24023- 33,100 -(P-3)(Q-9)(15) ( 2 )

**SECTION - D**

- 8. What do you mean by financial management ? Explain the scope of financial management in present scenario in India.
- 9. What do you mean by capital structure ? Bring out the qualities of an optimum capital structure.

24023- 33,100 -(P-3)(Q-9)(15) ( 3 )