

Roll No.
Printed Pages : 2

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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.