

Roll No. 2286572

24023

B. Tech. 3rd Semester (Electrical Engg.)

Examination – December, 2012

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 : (1) Each questions carry equal marks.
(2) Questions No. 1 is *compulsory*. Attempt *five* questions in all selecting at least *one* from each Section.

1. (a) Define management. 20
(b) Importance of training for employees.
(c) What is the difference between recruitment and selection ?

(d) How does marketing help a firm to build its goodwill in the market ?

(e) Discuss advantages of marketing research.

(f) What is EOQ ?

(g) What is the difference between Advertising and Publicity ?

(h) What is the importance of production planning and control for a manufacturing concern ?

(i) What is the role of financial manager for a company ?

(j) What is the difference between unity of command and unity of direction ?

SECTION – A

2. Explain the principles of Management as propounded by Henry Fayol. 20

3. What do you understand by Manpower planning ? Explain the steps in Manpower planning for a medium sized company. 20

SECTION – B

4. State the objectives of production planning and control.
Discuss the steps in production planning and control.

5, 15

5. Write short notes on the following : $5 \times 4 = 20$

- (a) objectives of inventory control
(b) Economic order quantity
(c) ABC analysis
(d) Maximum and Minimum stock levels

SECTION – C

6. Explain Advertising and various media of Advertising. Suggest suitable media for advertising
(i) Shoes (ii) Cosmetics. Why it is said that "Advertising is a social waste." Also comment on this statement. 20

7. Explain the term Marketing. How far it is different from selling. Explain various functions of Marketing ? 20

24023-22,950-(P-4)(Q-9)(12) (3)

P. T. O.

0771953

SECTION – D

8. Define Financial Management. Explain the various sources through which a limited company can raise its capital. Mention the relative merits and demerits of these sources. 20
9. What is meant by capital structure ? What are the factors to be kept in mind while determining the capital structure of a company. What are the essentials of a sound capital structure ? 20