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Roll No.

ID—4187

B. Tech. (CSE) EXAMINATION, 2022

(Third Semester)

FUNDAMENTALS OF MANAGEMENT

Code : HUM-203-F

Time : 3 Hours

Maximum Marks : 100

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Explain the following :

- (i) Selection
- (ii) Objectives of training
- (iii) Significance of production planning

- (iv) LIFO
- (v) Limitations of advertising
- (vi) Marketing
- (vii) Importance of Financial Management
- (viii) Ideal capital structure.

Unit I

- 2. Elucidate the functions and challenges of manangement.
- 3. Discuss the process of manpower planning.

Unit II

- 4. Explain the functions and scope of production planning.
- 5. Write notes on the following :
 - (i) Reorder point
 - (ii) Safety stock
 - (iii) FIFO
 - (iv) EOQ.

Unit III

6. What is Marketing Research ? Discuss its objectives and limitations.
7. Discuss the functions of advertising. Does advertising increase the cost ?

Unit IV

8. What are the various functions of financial management ?
9. Discuss various determinants of capital structure.