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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.