

24023

**B. Tech. 3rd Semester (AEIE) F-Scheme
Examination, December – 2016**

FUNDAMENTAL OF MANAGEMENT

Paper–HUM-203-F

Time allowed : 3 hours]

[Maximum marks : 100

Note : *Question no. 1 is compulsory and attempt one question from each of the four sections. All questions carry equal marks.*

1. (a) Seniority and merit are two criteria for promotion.
Which should be given preference ? $2 \times 10 = 20$
- (b) Define Economic Order Quantity.
- (c) Criticize Advertising.
- (d) What is the importance of management ?
- (e) "Management is a continuous process." Comment.
- (f) What is the role of Human Resource Manager ?
- (g) Explain Selection.
- (h) What are the sources of Finance ?
- (i) State the objectives of Marketing ?
- (j) What is the importance of inventory control ?

Section–A

2. Define Management. Also explain the characteristics and principles of Management. 20

24023–P-2-Q-9-(16)

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3. (a) What are different types of Training ? Explain in brief. 10
(b) Describe the process of Selection. 10

Section-B

4. Define Inventory Control. Also explain the various methods of inventory control in detail. 20
5. Explain the meaning, importance and stages of production planning. 20

Section-C

6. Define Advertising. Explain the functions and criticism of advertising with the help of examples. 20
7. Define Marketing Research. Explain how marketing research guides the managers in analysis of marketing problems ? 20

Section-D

8. Define Capital Structure. Also explain the various sources of Finance. 20
9. What is Financial Management ? Discuss its scope, objectives and functions. 20