

Roll No. ....

Total Pages : 02

BT-3/D-22

43172

FUNDAMENTALS OF MANAGEMENT

HM-905-A

Time : Three Hours]

[Maximum Marks : 75

**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

**Unit I**

1. Define the concept and functions of management. 15
2. Write notes on the following : 8+7
  - (a) Henry Fayol's principles.
  - (b) Social responsibilities of business.

**Unit II**

3. What is financial planning ? Briefly discuss the tools of financial planning. 15
4. Explain working capital. Discuss the features of appropriate capital structure. 15

### Unit III

5. Write short notes on the following : 7.5+7.5
- (a) Importance of personnel management
  - (b) Function of personnel management.
6. Write short notes on the following : 7+8
- (a) Importance of job analysis
  - (b) Process of job analysis.

### Unit IV

7. What are the objectives of production management ?  
Explain plant layout. 15
8. Write short notes on the following : 8+7
- (a) Marketing mix
  - (b) Discuss scope of international marketing.