

Roll No.

24023

**B. Tech 3rd Semester (Fire Tech. &
Safety) Examination – December, 2018**

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 : Attempt *five* questions in all, selecting *one* question from each Section. Question No. 1 is *compulsory*. All questions carry equal marks.

1. Attempt all the questions : 2 × 10 = 20
- (a) Define the concept of management.
 - (b) What do you mean by Marketing Resaearch ?
 - (c) Is Management a Science ? Comment.
 - (d) What do you mean by Manpower planning ?
 - (e) Promotion should be based on seniority or on merit. Comment.
 - (f) What is Production Management ?

- (g) Discuss any *two* factors affecting capital structure.
- (h) What is the difference between Equity shares and Preference shares ?
- (i) What do you mean by optimum capital structure ?
- (j) What is Material Management ?

SECTION – A

- 2. What do you mean by Management ? "Management is an Art as well as Science." Comment and explain. 20
- 3. Explain the following :
 - (a) Difference between Recruitment & Selection. 10
 - (b) On the job methods of training. 10

SECTION – B

- 4. Explain the concept of and significance of production planning and control. Explain the stages of PPC. 20
- 5. What do you mean by Inventory Control ? Explain the EOQ and ABC analysis of Inventory Control with example. 20

SECTION – C

- 6. What do you mean by Advertising. Which medias of advertising are most popular in today's scenario. "Advertising is a Social Waste." Give your views for this statement. 20

- 7. What do you mean by marketing research ? Give its importance and explain the process of marketing research. 20

SECTION – D

- 8. What do you mean by Financial Management ? Explain its objectives, function and importance. 20
- 9. Write short notes on :
 - (a) Factors determining capital structure. 10
 - (b) Various sources of Finance. 10