

Roll No.

OLE-24023

B. Tech. 3rd Sem. (Fire Tech. and Safety) (Common for All Branches) Examination – April, 2021

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 **20** marks.

1. (a) Distinguish between Training and development.
- (b) 'Inventory control is an important aspect for cost manager for minimizing the cost'. Why?
- (c) What do you mean by marketing research ?

- (d) Ritu is the manager of the northern division of a large corporate house. At what level does she work in the organization ? What are her basic functions ?
- (e) What is capital structure ? State any four factors determining it.

SECTION – A

2. Do you think management has the characteristics of a full fledged profession ? Discuss.
3. Explain the nature of principles of management. Enumerate the principles of Taylor's scientific management.

SECTION – B

4. What do you mean by production management ? Explain its functions in detail.
5. Discuss the process of production planning ?

SECTION – C

6. What is the marketing concept ? How does it help in the effective marketing of goods and services ?
7. 'Expenditure on advertising is a social waste'. Do you agree. Discuss.

SECTION – D

8. Explain the following factors affecting financial decisions :
 - (a) Cost
 - (b) Cash flow position of a business
 - (c) level of fixed operating cost
 - (d) control considerations
 9. Explain in brief the three objectives of Financial management.
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