

Roll No.

24023

**B. Tech. 3rd Semester (Fire Tech. and
Safety) (Common for All Branches)**

Examination – March, 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 at least one question from each Unit. Question No. 1 is compulsory. All questions carry equal marks.

1. Write short notes on 40-50 words : $2 \times 10 = 20$
- What is EOQ ?
 - State the qualities of a good manager.
 - "Management is universal in nature" comment.
 - Difference between Advertising and publicity.
 - Difference between unity of command and unity of direction.

- (vi) What is the importance of production planning and control for a manufacturing concern ?
- (vii) Define staffing.
- (viii) What is the meaning of capital structure ?
- (ix) Difference between equity share and preference share.
- (x) Explain outdoor advertising.

UNIT - I

- 2. (a) "Management is both a science and art". Explain. 10
- (b) What are the various functions of management ? Also explain their relationship. 10
- 3. What do you mean by Manpower planning ? Explain the steps in the process of Manpower planning for a medium sized company. 20

UNIT - II

- 4. What is Inventory control ? Explain the techniques of inventory control in detail. 20
- 5. State the objectives of Production planning and control. Also discuss the steps in the process of production planning and control. 20

UNIT - III

- 6. Explain the term Marketing. How is it different from selling ? Explain various functions of marketing. 20
- 7. Define Advertising. Explain various media of advertising along with their merits and demerits. 20

UNIT - IV

- 8. Define Financial management. What is the role of finance manager of a company ? Explain the sources of finance in detail. 20
- 9. What is capital structure. What are the factors to be kept in mind while deciding capital structure of a company ? What are the essentials of a sound capital structure ? 20