

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*

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*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.*

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**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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