

Roll No.

24023

**B. Tech. 3rd Semester (Fire Tech. &
Safety) (Common for All Branches)
Examination – February, 2022**

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 by selecting one question from each Unit. Question No. 1 is compulsory. All questions carry equal marks.

1. (a) What is Management ? 2 × 10 = 20
- (b) What is Marketing Research ?
- (c) What is Training ?

- (d) Define Staffing.
- (e) Define Advertisement.
- (f) What is Capital Structure ?
- (g) What is Recruitment ?
- (h) Define Administration.
- (i) Define Inventory.
- (j) Define PPC.

UNIT - I

- 2. What do you understand by Management ? Explain the principles of management. 20
- 3. Discuss the role of planning in a modern business organization. Enumerate the steps involved in planning process. 20

UNIT - II

- 4. What do you understand by production planning and control ? Explain the various steps of production planning and control. 20

- 5. Define Material Management. Explain the significance of Material Management. 20

UNIT - III

- 6. Define and explain the term 'marketing'. How it is different from selling ? Explain the main functions of marketing. 20
- 7. What do you understand by advertising ? Explain the objectives and functions of advertising. 20

UNIT - IV

- 8. Discuss the broad functions and objectives of financial management. 20
- 9. What is capital structure ? Describe the factors determining it. 20