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B. Tech. (ME) (Elective-II) 6th Semester (G Scheme)
Examination, July-2022

FUNDAMENTALS OF MANAGEMENT

Paper-HSMC-08-G

Time allowed : 3 hours]

[Maximum marks : 75

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

1. Answer any six out of seven :
 - (a) "Management is a continuous process".
Comment. 2.5
 - (b) What is the meaning of capital structure ?
 - (c) Differentiate between Management and Administration. 2.5
 - (d) What is Manpower-planning ? 2.5
 - (e) What is the importance of financial management ? 2.5
 - (f) Criticize Advertising. 2.5
 - (g) What is the role of Human Resource Manager ? 2.5

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Unit-I

2. Define Management. Also explain the characteristics and principles of Management. 15
3. (a) Explain system approach of Management. 7.5
(b) Difference between Recruitment and selection. 7.5

Unit-II

4. Define Inventory Control. Also explain the various methods of inventory control in details. 15
5. What is production Management ? Explain the importance and functions of production management. Also explain the steps involved in production planning and control. 15

Unit-III

6. Define advertising. Explain the functions and criticism of advertising with the help of examples. 15
7. (a) Explain the characteristics in an ideal MIS. 7.5
(b) Explain the importance of marketing research in present industrial scenario. 7.5

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Unit-IV

8. What is Financial Management ? What is the role of financial manager of a company ? Explain various sources of finance in details. 15
9. What do you mean by capital structure ? Bring out the qualities of an optimum capital structure. 15

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