

Roll No.

Total Pages : 02

BT-6/M-14

8644

FUNDAMENTALS OF MANAGEMENT

HUT-302-E

Time : Three Hours]

[Maximum Marks : 100

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. Define Financial Planning. Discuss the various tools of financial planning.
2. Elaborate the various sources of finance available to an organization with their characteristics and limitations.

Unit II

3. What is Personnel Management ? Discuss its nature and functions of Personnel Management in today's industrial organization ?

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4. (a) Illustrate the process of Job Analysis.
(b) Explain the concept of Human Resource Development.

Unit III

5. Define Production Control. Discuss the steps involved in production control.
6. Explain the following :
 - (a) Production Management
 - (b) Work Measurement.

Unit IV

7. What is Marketing Management ? Explain its nature, scope and importance in economic development of country like India.
8. What is Marketing Mix ? What are the elements of marketing mix ? What does a successful marketing mix depend on ?