

(2)

Unit-III

5. What is Ideal Plant location ? Discuss factors affecting plant location of a company.
6. Define work measurement. Discuss objectives of work measurement in detail.

Unit-IV

7. Discuss modern Marketing concepts in detail.
8. Examine role of marketing in economic development.

Roll No. _____

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Printed Pages : 2

BT-6 / ML2

FUNDAMENTALS OF MANAGEMENT

Paper-HUT-302-E Opt. II

Time allowed : 3 hours

[Maximum marks : 100]

Note : Attempt five questions in all, selecting one question from each unit and the fifth question may be attempted from any unit. All questions carry equal marks.

Unit-I

1. Define Financial Planning. Describe main tools of financial planning in detail.
2. What are internal and external sources of finance ? Discuss in detail.

Unit-II

3. Define Personnel Management. Discuss managerial functions of personnel management.
4. Discuss contents of job description and job specification in detail.

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