

Roll No.

Total Pages : 2

BT-7/D-17

37093

FUNDAMENTALS OF MANAGEMENT

Paper : TT-415

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. Attempt the following :

- (a) How the Concept of Human Resource Development is different from Human Resource Management. Explain.
- (b) Differentiate between Job Description and Job Specification. Also draw a sample job description for the job of a Software Engineer of Large IT firm.

2. Identify the major operative and managerial functions of Personnel Management. Which set of functions is more important in contemporary time for a hi-tech organisation to manage its workforce properly.

UNIT-II

3. Define the concept and significance of Capital Structure. What kind of decisions need to be taken for creating an ideal capital structure. Throw light on basic prerequisites of an appropriate/ideal capital structure for a competitive firm.

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[P.T.O.]

4. Why financial planning is considered an important function of financial management. Justify your viewpoint with example. Figure out the various alternatives available for sound financial planning in contemporary times.

UNIT-III

5. Why plant layout holds a great importance in effective production management. Give reasons. Discuss the factors to be considered while planning a layout for heavy engineering steel plant located somewhere in North India.
6. Identify the intentions behind the work measurement. Throw light on procedures which essentially need to be followed while work measurement.

UNIT-IV

7. How the concept of modern marketing is different from traditional marketing concept. Why there is a need to shift from traditional to modern marketing? Throw light on the scope covering major activities/functions of modern marketing concept.
8. Write notes on the following :
 - (a) Marketing Mix.
 - (b) Marketing Information System.