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**BT-7/D13: 9715**  
**TT-415: Fundamentals of Management**

**Time: 3 hrs]**

**[Max. Marks: 100**

Note: Attempt five questions in all selecting at least one from each unit. All questions carry equal marks.

**Unit-I**

1. 'Every Manager has to take three major decisions while performing the finance functions' briefly explain them.
2. What is meant by working capital? How is it calculated? Explain the determinants of working capital requirement.

**Unit-II**

3. Why is it important for companies today to make their human resources into a competitive advantage? Explain and discuss the strategic role of human resource management.
4. Define and distinguish among 'Job Analysis', 'Job Description' and 'Job Specification'.

**Unit-III**

5. Define production management. Discuss the functions of a production manager.
6. a) Discuss the factors affecting plant layout.  
b) What are the steps involved in production control?

**Unit-IV**

7. Define marketing management. Explain different elements of marketing management process.
8. a) Discuss the role of marketing in economic development.  
b) Discuss marketing information system (MIS).