

No. of Printed Pages : 03

Roll No.

W-111

B. Tech (Weekend)

EXAMINATION, May 2018

(First Semester)

(Re-appear Only)

HUMW103

FUNDAMENTALS OF MANAGEMENT

(Common for 1st and 3rd Sem.)

(Common for all Branches)

Time : 3 Hours]

[Maximum Marks : 100

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt any *Five* questions. All questions carry equal marks.

(3-41/11)M-W-111

P.T.O.

1. What do you mean by 'Management' ? Also discuss functions and principles of management. **20**
2. What is Training ? Discuss in detail objectives, importance and types of training. **20**
3. Define the term "Production Management". Also explain objectives and scope of production management in detail. **20**
4. Write short notes on the following : **5 each**
 - (a) Management Vs. Administration
 - (b) Material Management
 - (c) Seniority Vs. merit.
 - (d) Capital Structure.
5. Define the term "Marketing". Also discuss objective and functions of marketing in detail. **20**
6. What is "Financial Management" ? Also explain functions and importance of financial management in detail. **20**

7. Write short notes on the following : **10 each**
 - (a) Development of management thoughts
 - (b) Sources of finance.
8. Define the term "Advertising". Also discuss objectives, functions and criticism of advertising in detail. **20**