

BT-5/D05

Fundamentals of Management

Paper : HUT-302 E

Time : Three Hours]

[Maximum Marks : 100

Note : Attempt FIVE questions in all, selecting at least ONE from each unit. All questions carry equal marks.

UNIT-I

1. What do you understand by the term 'capital structure'? Discuss the chief determinants of capital structure.
2. Discuss the sources from which a large-sized industrial enterprise can raise capital for financing its long run requirements of capital.

UNIT-II

3. Explain briefly the nature, scope and objectives of personnel function in an industrial organisation.
4. Discuss briefly the meaning, role and process of job analysis.

UNIT-III

5. Spell out the meaning of Production Management. What types of production systems are generally organised in factories? Discuss in brief.
6. While outlining the meaning and objectives of control, discuss briefly the steps involved in production control.

UNIT-IV

7. Define the term Marketing and discuss in detail the role of marketing in the economic development of a country like India.
8. What do you mean by the 'Marketing Mix' of a firm? Discuss the major components of