

BT-6/J07

Fundamentals of Management

Paper : HUT-302 E

Time : Three Hours]

[Maximum Marks : 100

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

UNIT—I

1. What do you mean by 'working capital' ? Discuss the factors that determine the fixed capital and working capital requirements of a company.
2. Discuss the importance of public deposits and retained earnings for financing medium term requirements of a company.

UNIT—II

3. Explain clearly the meaning of Job Analysis, Job Description and Job Specification and discuss major applications and uses of the concepts.
4. Discuss in short the major challenges that a Human Resource Manager has to face while carrying out his duties.

UNIT—III

5. While explaining the steps in plant layout, discuss the various merits and demerits of process layout.
6. Briefly explain the meaning and importance of production control and discuss the steps involved in production control.

UNIT—IV

7. Discuss the modern concept of marketing. What is meant by the 'Marketing Mix' of firm ?
8. Explain the meaning, role and significance of Marketing Information System in the modern global context.