

## BT-6/J08

### Fundamentals of Management

Paper : HUT-302 E

Time : Three Hours]

[Maximum Marks : 100

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

#### UNIT-I

1. Examine critically the various sources of raising long-term funds by a joint-stock company. 20
2. Explain the objectives of Financial Management. What are the main duties of a Financial Manager ? Explain with examples. 20

#### UNIT-II

3. Explain the operative functions of Personnel Management by giving examples from Industry. 20
4. Discuss the need of Human Resource development in the Present-day scenario. 20

#### UNIT-III

5. Explain :  
(a) Essentials of work measurement. 10  
(b) Objectives of Production Management. 10
6. In deciding location of an Industry, is it necessary to attach greater importance to sources of raw materials or market ? Discuss. 20

#### UNIT-IV

7. What do you mean by International Marketing ? Do you find any scope of International marketing in the global context ? 20
8. What is Marketing mix ? Explain all the elements of marketing mix. 20