

Roll No. ....

Total Pages : 02

**BT-7/M-16**

**8789**

**FUNDAMENTALS OF MANAGEMENT**  
**TT-415**

Time : Three Hours]

[Maximum Marks : 100

**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

**Unit I**

1. "From the point of view of a corporate unit, Financial Management is related not only to fund raising but encompasses the wider perspective of managing the finances for the company efficiently." Elucidate.
2. (a) Briefly discuss the process of financial planning.  
(b) Explain briefly the factors affecting the requirements of working capital.

**Unit II**

3. Discuss the role and functions of personnel management in an industrial organization.

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4. (a) Briefly discuss the process of job analysis.
- (b) Explain human resource development programme.

### Unit III

5. (a) What is plant location ? What factors affect the choice of suitable place for location of a plant ?
  - (b) What are the techniques of work measurement ? Define any *one* of its techniques.
6. While outlining the meaning and objectives of control, discuss briefly the steps involved production control.

### Unit IV

7. Define the term marketing and discuss in detail the role of marketing in economic development of a country like India.
8. (a) What do you mean by Marketing Mix ? Explain different elements of marketing mix.
  - (b) Discuss Marketing Information System (MIS).