

**B. E. Fifth Semester ( CE / ME / EE ) / SoE – 2014 – 15 Examination**

**Course Code : GE 1311**

**Course Name : Fundamental of Management**

Time : 3 Hours / 4 Hours ]

[ Max. Marks : 60

**Instructions to Candidates :—**

- (1) All questions are compulsory.
- (2) All questions carry marks as indicated.
- (3) Due credit will be given to neatness and adequate dimensions.

1. (A) Solve any **One** :—

(A1) Explain 5 functions of Management in detail. 5

(A2) How nature and characteristics of management helps organization to grow ? 5

(B) Solve any **One** :—

(B1) Discuss Scientific Principle of Management. 3

(B2) Discuss Maslow Hierarchy of Needs. 3

(C) Solve any **One** :—

(C1) Write a short note on leadership. 2

(C2) Write down any two definition of management. 2

2. (A) Solve any **One** :—

(A1) "All Contracts are agreement but all agreements are not contract" Explain. 5

(A2) What is quasi contract ? Explain with suitable example. 5

(B) Solve any **One** :—

(B1) What are the characteristics of company ? 3

(B2) Explain the process/ways of dissolution of company. 3

- (C) Solve any **One** :—
- (C1) Write down the various types of Company. 2
- (C2) Write down the various types of Partners. 2
3. (A) Solve any **One** :—
- (A1) Define human resource management. Discuss its scope in detail. 5
- (A2) Write down the process of recruitment and explain its various sources. 5
- (B) Solve any **One** :—
- (B1) Write down the various methods of Performance Appraisal. 3
- (B2) What are the methods of Training and development ? 3
- (C) Solve any **One** :—
- (C1) What is human resource planning ? 2
- (C2) What is 360 degree feedback ? 2
4. (A) Solve any **One** :—
- (A1) What are the basic elements of projects ? Write down the various classification of project. 5
- (A2) What are the points to be consider in risk analysis in Project Management ? 5
- (B) Solve any **One** :—
- (B1) What are the duties of Project Manager ? 3
- (B2) Explain SWOT analysis of project management. 3
- (C) Solve any **One** :—
- (C1) What is Critical Path Method ? Explain with diagram. 2
- (C2) What is Project Plan ? 2

5. (A) Solve any **One** :—
- (A1) Differentiate between Selling and Marketing concept. 5
- (A2) What is marketing mix ? Explain with diagram. 5
- (B) Solve any **One** :—
- (B1) What is Market Research ? Write down the various types of research. 3
- (B2) What is product life cycle ? Explain with diagram. 3
- (C) Solve any **One** :—
- (C1) What is Market Segmentation ? 2
- (C2) Write a short note on Sales Promotion. 2
6. (A) Solve any **One** :—
- (A1) What are the aspects and advantages of cost control ? 5
- (A2) What are the functions of financial department in detail ? 5
- (B) Solve any **One** :—
- (B1) What are the characteristics/features of capital ? 3
- (B2) What is Balance Sheet ? Write down the process to follow for making balance sheet. 3
- (C) Solve any **One** :—
- (C1) What is Break even analysis ? 2
- (C2) What is Zero base Budgeting ? 2