

B. E. Sixth Semester (EL/ET/CT/IT) Examination

**Course Code : GE 1311 / GE 307 /
GE 704 / GE 702**

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.
- (4) Illustrate your answers wherever necessary with the help of neat sketches.
- (5) For MCQ Question clearly state your answer otherwise it will be considered as invalid.

1. Solve question A or B :—

(A1) Which feature does not form one of Fayol's 14 principles of management ?

- (a) Esprit de corps
- (b) Initiative
- (c) Order
- (d) Individualism.

1

(A2) Is Management Science or arts ? Give any two reasons to support your answer.

2

(A3) Explain any two theories of motivation.

4

OR

(B1) What do you call a style of leadership that takes account of others's views, opinions and ideas ?

- (a) Laissez–faire
- (b) People Oriented
- (c) Democratic
- (d) Autocratic.

1

- (B2) What are the elements in the Maslow's hierarchy of needs ? 2
- (B3) What do you mean by Management ? Explain the various concepts of Management. 4
2. Solve question **A** or **B** :—
- (A1) An agreement not enforceable by law is called
- (a) Void agreement
 - (b) Valid agreement
 - (c) Voidable agreement
 - (d) None of above. 1
- (A2) Differentiate the contract of indemnity and guarantee. 2
- (A3) Write down the various characteristics of Company. 5
- OR**
- (B1) The contract of insurance is infact contract of
- (a) Guarantee
 - (b) Warranty
 - (c) Indemnity
 - (d) Both (a) and (b)
 - (e) None of above. 1
- (B2) When the Consent is said to be free ? 2
- (B3) Write down the essential elements of contract. 5
3. Solve question **A** or **B** :—
- (A1) — can be defined as a written record of the duties, responsibilities and conditions of job.
- (a) Job description
 - (b) Job specification
 - (c) Job profile
 - (d) None of the above. 1

- (A2) Explain 360 degree analysis of performance of employees. 2
- (A3) Explain the various component of Job Analysis. 4

OR

- (B1) Which of the following is **not** included in a job design ?
- (a) Identifying what tasks need to be carried out
 - (b) When and how tasks are to be carried out
 - (c) The number of tasks to be carried out
 - (d) The payment rates for the tasks carried out. 1
- (B2) What is Human Resource Planning ? 2
- (B3) Write down the procedure to redress the employee grievances. 4

4. Solve question **A** or **B** :—

- (A1) Which one of the following statements is true ?
- (a) An increase in project scope is likely to increase project cost.
 - (b) A decrease in the project time is likely to increase project quality.
 - (c) An increase in the project quality requirements is likely to decrease project cost.
 - (d) A decrease in the project cost is likely to decrease project time. 1
- (A2) Write down the various characteristics of Project. 2
- (A3) Discuss the points to be considered while doing SWOT Analysis of the Maha Metro Project. 5

OR

- (B1) In project management, the term quality is best defined as :
- (a) Inspection, testing and measurement
 - (b) Reviews and audits

- (c) Professionally – bound project reports
- (d) Fitness for purpose of deliverables. 1
- (B2) Classify the various types of Project ? 2
- (B3) What are the various phases of Project ? 5
5. Solve any **Three** :—
- (A) Explain how Marketing Mix should be changed during various phases of Product Life Cycle. 5
- (B) Discuss the significance of segmentation, targeting and positioning in a company's marketing strategy. 5
- (C) Critically evaluate various pricing technique. 5
- (D) Differentiate between selling and marketing concept of Marketing Management. 5
6. Solve any **Three** :—
- (A) Critically examine the functions of Finance Manager in Modern Age. 5
- (B) "The objective of Wealth maximization are superior to Profit Maximisation". Do you Agree ? 5
- (C) Calculate the Break–Even Point from the following information :
Selling Price Rs. 10
Variable Cost per unit Rs. 6
Fixed Expenses Rs. 2,000/-. 5
- (D) What is Capital ? Explain the various types of Capital. 5