

**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 question carry marks as indicated.
- (3) Due credit will be given to neatness and adequate dimensions.

1. (A) Solve any **One** :

(A1) Elaborate the various functions of Management. 5

(A2) Discuss the various Administrative theories provided by Henry Fayol. 5

(B) Solve any **One** :

(B1) Explain the Maslow Hierarchy of Needs. 3

(B2) Explain the Two Factor Herzberg Theory. 3

(C) Solve any **One** :

(C1) Write down the various styles of Leadership. 2

(C2) Write down the various Scientific Principles of Management. 2

2. (A) Solve any **One** :

(A1) Write down the various essential Elements of Valid Contract. 5

(A2) Write down the various Characteristics of Company and name the various types of Company. 5

- (B) Solve any **One** :
- (B1) Differentiate between indemnity and guarantee. 3
- (B2) Differentiate between Memorandum of Association and Article of Association. 3
- (C) Solve any **One** :
- (C1) What is Quasi Contract ? 2
- (C2) Write down the various types of Partners. 2
3. (A) Solve any **One** :
- (A1) Write down the meaning, nature and scope of Human Resource Management. 5
- (A2) Elaborate in detail past and future oriented methods of the various Administrative theories provided by Henry Fayol. 5
- (B) Solve any **One** :
- (B1) What is Job Analysis ? Write down the various components of it. 3
- (B2) Write down the procedure of Grievance Redressal in the Organization. 3
- (C) Solve any **One** :
- (C1) What is Job Rotation ? 2
- (C2) What is Job Enrichment ? 2
4. (A) Solve any **One** :
- (A1) Write down the concept, classification and characteristics of Project. 5
- (A2) Write down the various tools and techniques of Project Management. 5

- (B) Solve any **One**:
- (B1) Write down the use of CPM and PERT. 3
- (B2) Write down the various techniques to control the project. 3
- (C) Solve any **One** :
- (C1) What is Project cost ? 2
- (C2) Write a note on Project Risk Analysis. 2
5. (A) Solve any **One** :
- (A1) What is Market Research ? Elaborate the various types of Market Research by giving suitable example. 5
- (A2) State the importance and various techniques of Sales Promotion. 5
- (B) Solve any **One** :
- (B1) Write down the meaning and various concept of Marketing. 3
- (B2) Write a note on Service Marketing Mix. 3
- (C) Solve any **One** :
- (C1) What is Market Segmentation ? 2
- (C2) What are the various channels of Distribution ? 2
6. (A) Solve any **One** :
- (A1) "Sound Financial Management is the key to the prosperity of the business." Explain. 5
- (A2) "The objective of Wealth maximization are superior to Profit Maximization." Do you Agree ? 5

(B) Solve any **One** :

(B1) Discuss the various points to be considered while taking “Make or Buy” decision in purchase of Machinery. 3

(B2) Critically Examine the various sources of Finance. 3

(C) Solve any **One** :

(C1) What is Break Even Analysis ? 2

(C2) What is Sunk and Floating Capital? 2