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- Q.6 i. Explain 'financial management', also enlist the financial management approaches businesses use. 3
- ii. Compare profit maximisation and wealth maximisation in seven points. 7
- OR iii. What is a dividend policy? Explain the dividend policy of any one company of your choice in brief. 7

Total No. of Questions: 6

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Engineering
End Sem (Odd) Examination Dec-2022
EN3HS04
Fundamentals of Management, Economics &
Accountancy

Programme: B.Tech.

Branch/Specialisation: All

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Which of the following does not pertain to middle level management? 1
- (a) They are responsible for all the activities of the operational manager
- (b) They are responsible for the welfare and survival of the organisation
- (c) They interpret the policies made by the top management
- (d) They Cooperate with other departments for smooth functioning of organisation
- ii. Who proposed the principles of scientific management? 1
- (a) FW Taylor (b) Peter Drucker
- (c) AH Maslow (d) None of these
- iii. _____ is a combination of business strategies, software and processes that enable companies to build long-lasting relationships with their customers. 1
- (a) Customer relationship management
- (b) Marketing management
- (c) Sales management
- (d) Human resource management

P.T.O.

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- iv. Human factor can be defined as _____. **1**
 (a) The entire concept of human behavior
 (b) Interrelated physiological, psychological and socio-ethical aspects of a human being.
 (c) Micro and macro issues of socioeconomic factor
 (d) None of these
- v. _____ is the ratio of the percentage change in quantity demanded of a product to the percentage change in price. **1**
 (a) Law of demand and supply
 (b) Law of diminishing marginal utility
 (c) Demand elasticity of price
 (d) Price elasticity of demand
- vi. Time value of money indicates that- **1**
 (a) A unit of money obtained today is worth more than a unit of money obtained in future
 (b) A unit of money obtained today is worth less than a unit of money obtained in future
 (c) There is no difference in the value of money obtained today and tomorrow
 (d) None of these
- vii. The statements prepared to indicate the profit and loss, and financial position of a business are called- **1**
 (a) Trial balances
 (b) Financial statements
 (c) Bank reconciliation statements
 (d) None of these
- viii. Expenses related to the sale of goods are shown in the _____. **1**
 (a) Trading account (b) Trading profit and loss account
 (c) Balance sheet (d) Profit and loss account
- ix. The capital budget is associated with- **1**
 (a) Long terms and short terms assets
 (b) Fixed assets
 (c) Long terms assets
 (d) Short term asset

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- x. The concept of financial management is- **1**
 (a) Profit maximization
 (b) All features of obtaining and using financial resources for company's success and improved return on investment
 (c) Organization of funds
 (d) Effective management of every company
- Q.2 i. Define management and administration. Also state difference between them in two points. **3**
 ii. Define 'decision making' and explain any five types of decision making practised in businesses. **7**
- OR iii. Managing cross-cultural issues is one of the biggest challenges that businesses must deal with in today's world. Discuss your views with respect to the reasons for this increase in the cross-cultural issues. **7**
- Q.3 i. Define 'marketing' and mention the reasons why marketing is said to be an umbrella term? **3**
 ii. Explain the different marketing philosophies. **7**
- OR iii. Define 'human resource management' and explain the role of HR managers in a business. **7**
- Q.4 i. Write any three differences between micro and macro economics. **3**
 ii. Define inflation and explain with examples different types of inflation. **7**
- OR iii. Analyse how the market forces of demand and supply and other factors affect oil prices in general. **7**
- Q.5 i. Explain in brief any three accounting principles. **3**
 ii. Define 'break even analysis'. Explain how the knowledge of breakeven analysis is helpful to businesses? **7**
- OR iii. What is cost accounting? Explain any five methods of costing used by businesses. **7**

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Scheme of Marking

 MEDI-CAPS <small>Knowledge is Power</small>	Faculty of Engineering End Sem (Odd) Examination Dec-2022 EN3HS04 Fundamentals of Management, Economics and Accountancy Programme: B.Tech. Branch/Specialisation:
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Note: The Paper Setter should provide the answer wise splitting of the marks in the scheme below.

Q.1	i)	b	1
	ii)	a	1
	iii)	a	1
	iv)	b	1
	v)	d	1
	vi)	a	1
	vii)	b	1
	viii)	d	1
	ix)	e	1
	x)	b	1
Q.2	i.	Definition of management and administration – 1 mark Two Difference points- 2	3
	ii.	Decision Making definition- 2 marks Explanation of five types of decision making- 5 marks	7
OR	iii.	Cross cultural issues meaning- 2 marks At least two reasons supported with explanation- 5 marks	7
Q.3	i.	Marketing definition – 1 mark, why called umbrella term- 1 mark	3
	ii.	7 types of marketing philosophies- 1 marks each	7
OR	iii.	HRM definition- 2 marks, 5 roles of an HR Managers- 5 marks	7
Q.4	i.	3 points of difference between Micro and Macro Economics (3 points)	3

	ii.	Inflation definition- 2 marks Two types of inflation and examples- 2.5 marks each (2.5x2=5)	7
OR	iii.	As per explanation- 7 marks	7
Q.5	i.	3 accounting principles (1x3=3 marks)	3
	ii.	Breakeven analysis definition- 2 marks Importance for businesses- 5 marks	7
OR	iii.	Cost accounting definition- 2 marks 5 methods of costing- 5 marks	7
Q.6	i.	FM definition- 2 mark Two FM approaches names- (0.5x2=1)	3
	ii.	Seven points – 1 mark each (7x1=7 marks) (1x7=7)	7
	iii.	dividend policy- 2 marks Explain the dividend policy of any one company in brief.- 5 marks	7
