Enrollment No.....................................

Faculty of Engineering
End Sem Examination May-2023
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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

Q.1 i. According to Frederick Taylor, who should be responsible for **1**
inefficiency of an organization:
(a) The trade unions   (b) The top managers
(c) The workers   (d) The organization as a whole

ii. In what order do managers typically perform the managerial **1**
functions?
(a) Organizing, planning, controlling, leading
(b) Organizing, leading, planning, controlling
(c) Planning, organizing, leading, controlling
(d) Planning, organizing, controlling, leading

iii. Marketing is a process which aims at-   **1**
(a) Production   (b) Profit Making
(c) Satisfying customer needs (d) Selling products

iv. Human resources planing is compulsory for-   **1**
(a) Effective employees development program
(b) Base for Recruitment
(c) Base for selection policy
(d) All of these

v. At breakeven point wpghich hold goods-   **1**
(a) Total expenses = Total revenue
(b) Total expenses >= Total revenue
(c) Total expenses <= Total revenue
(d) None of these

vi. National Income is-   1
    (a) GDP_{MP} – Depreciation
    (b) GDP_{MP} + Depreciation
    (c) GNP_{MP} - Depreciation-Net factor income from abroad
    (d) MNPFc=GNPmp-net indirect taxes-depriciation

vii. The assets and liabilities are the components of-   1
    (a) Trading account   (b) Trial balance
    (c) Balance sheet   (d) Net sale

viii. Indicate the correct accounting equation-   1
    (a) Assets = Liabilities- capital
    (b) Assets = Income + equity
    (c) Assets = Liabilities+ equity
    (d) Liabilities = Assets + equity

ix. Factoring is method of raising-   1
    (a) Long term financial   (b) Medium term financial
    (c) Short term financial   (d) None of these

x. Financial decision involves with-   1
    (a) Investment, financing and dividend decision
    (b) Investment, financing and sales decision
    (c) Financing, dividend and cash decision
    (d) All of these

Q.2 i. Define management with minimum two theorist definition.   2
   ii. Differentiate management and administration.   3
   iii. List out the principles of management developed by Henri Fayol.   5
OR iv. What are the main functions of a professional manager?   5

Q.3 i. What do you understand by HRM? What is its nature?   2
   ii. What is a marketing mix? Explain its tools.   3
   iii. Explain the functions of human resources management.   5
OR iv. What are the duties and responsibility of a marketing managers?   5

Q.4 i. Explain theory of demand and supply.   2
   ii. What do you mean by price elasticity of demand? Explain with type of   3
      elasticity.
   iii. Define law of variable proportionals. Explain it with diagrams.   5
OR iv. What is national income and related aggregates?   5

Q.5 i. What is the significance of accounting principles?   2

   ii. Define elements of cost and various types of costs in a cost sheet.   3
   iii. Define the terms - Journal, Ledger, Double Entry System, Trial   5
      Balance, Balance Sheet.
OR iv. Pepsi company produces a single article. Following cost data is given   5
      about product:
      Selling price per unit   Rs. 40/-
      Marginal cost per unit   Rs. 24/-
      Fixed cost per annum   Rs. 16000/-
      Calculate the following:
      (a) P/V ratio   (b) Break Even sales
      (c) Sale to earn a profit of Rs. 2000   (d) Profit at sale of Rs. 60,000/-
      (e) New break-even sale, if price is reduce by 10%.

Q.6   Attempt any two:
   i. Define financial management and its objectives in detail.   5
   ii. What do you understand by profit maximisation and wealth   5
      maximisation? Explain in detail.
   iii. Define business finance describe investment decision, financing   5
      decision and dividend policy decision.

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Marking Scheme

EN3HS04 (T) Fundamentals of Management, Economics and Accountancy

Q.1 i)   b). The top Managers   1
     ii)   c). Planning, organizing, leading, controlling   1
     iii)   c). Satisfying customer needs   1
     iv)   d). All of the above   1
     v)   a). Total expenses = Total Revenue   1
     vi)   (d) MNPFc=GNPmp-net indirect taxes-depreciation   1
     vii)   c). Balance sheet   1
     viii)   (c) Assets = Liabilities+ equity   1
     ix)   c). Short term financial   1
     x)   a). Investment, financing and dividend decision   1

Q.2 i.   Definition -1mark Each   2
             Theorist Names -1mark Each
     ii.   Comparison six point each point   -0.5 mark each (1/2 mark each)   3
     iii.   Minimum 10 principles each of -0.5 marks   5
OR   iv.   Minimum five function explanation each function explanation -   5
             1mark

Q.3 i.   Meaning of HRM -1mark   2
             Nature of HRM -1mark
     ii.   Meaning of Marketing mix -1mark   3
             Explanation of tools   -2mark
     iii.   Minimum ten HR function each of -0.5 marks   5
OR   iv.   Minimum ten point of duties and responsibility each point of -0.5   5
             marks

Q.4 i.   Explanation of demand   -1mark   2
             Explanation of Supply   -1mark
     ii.   Definition   -1mark   3
             Types   -2mark
     iii.   Definition   -1mark   5
             Two Diagrams each of   -2mark

OR   iv.   National income definition -2mark   5
             Aggregates -3mark

Q.5 i.   At-least of four of significance each of point-0.5mark   2
     ii.   Element of costs -1mark   3
             Type of costs -2mark
     iii.   Total five definition each of -1mark   5
OR   iv.   One mark for each correct calculation (A-E)   5

Q.6
     i.   Definition -2mark   5
             Detail of objective -3mark
     ii.   Profit maximisation -2.5 mark   5
             Wealth maximisation -2.5 mark
     iii.   Definition of business finance -2mark   5
             Investment decision -1mark
             Financing decision -1mark
             Dividend decision -1mark

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