



Enrollment No.....

Faculty of Engineering

End Sem (Even) Examination May-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. Who is considered as father of scientific Management? **1**
 (a) Harold Koontz (b) Henry Fayol
 (c) Gilbreth (d) None of these
- ii. Management as a discipline is the function of- **1**
 (a) Science (b) Art (c) Creativity (d) All of these
- iii. The concept of Marketing Mix was developed by- **1**
 (a) N. H. Borden (b) Philip Kotler
 (c) Stanton (d) Anderson
- iv. HRM is - **1**
 (a) Staff Function
 (b) Line Function
 (c) Staff, Line, and Account function
 (d) All of these
- v. If demand of a good is inelastic, an increase in its price will cause the total expenditure of the consumer of the good to - **1**
 (a) Increase (b) Decrease
 (c) Remain the same (d) None of these
- vi. The Horizontal demand curve paralleled to X-Axis implies that the elasticity of demand is - **1**
 (a) Zero (b) Infinite (c) Equal to 1 (d) None of these
- vii. Net Profit is computed in the - **1**
 (a) Trial Balance (b) Balance Sheet
 (c) P & L Account (d) Trading Account
- viii. Patents, Copyrights and trademarks are - **1**
 (a) Current Assets (b) Fixed Assets
 (c) Intangible Assets (d) None of these

P.T.O.

- ix. Financial Management is mainly concerned with - **1**
 (a) All aspects of acquiring and utilizing financial resources for firms activities
 (b) Arrangement of funds
 (c) Efficient Management of every business
 (d) Profit Maximization
- x. The Primary goal of financial Management is to - **1**
 (a) Maximise Returns
 (b) Minimise Risks
 (c) Maximise wealth of owner
 (d) Maximise Profits
- Q.2 i. Management is a science or art explain in brief. **4**
 ii. Explain main functions of management. **6**
 OR iii. Discuss the cross-culture issues in management. **6**
- Q.3 i. Define Marketing. **2**
 ii. Explain role of HR manager in a business organisation. **8**
 OR iii. Explain four P's of marketing mix in brief. **8**
- Q.4 i. Differentiate between micro and macro economics. (Any three) **3**
 ii. Explain law of diminishing marginal utility with example and diagram. **7**
 OR iii. Describe types of inflation in brief. **7**
- Q.5 i. Explain any four accounting concepts. **4**
 ii. Give the format of profit and loss account. **6**
 OR iii. Explain the errors which cannot be detected by the trial-balance. **6**
- Q.6 Attempt any two:
 i. Describe goals of financial management. **5**
 ii. Define financial management and elaborate its elements. **5**
 iii. Explain functions of a financial manager. **5**

Marking Scheme

EN3HS04 Fundamentals of Management, Economics & Accountancy

Q.1	i.	Who is considered as father of scientific Management? (d) None of these	1
	ii.	Management as a discipline is the function of- (c) Creativity	1
	iii.	The concept of Marketing Mix was developed by- (a) N. H. Borden	1
	iv.	HRM is - (a) Staff Function	1
	v.	If demand of a good is inelastic, an increase in its price will cause the total expenditure of the consumer of the good to - (a) Increase	1
	vi.	The Horizontal demand curve paralleled to X-Axis implies that the elasticity of demand is - (b) Infinite	1
	vii.	Net Profit is computed in the - (c) P & L Account	1
	viii.	Patents, Copyrights and trademarks are - (c) Intangible Assets	1
	ix.	Financial Management is mainly concerned with - (a) All aspects of acquiring and utilizing financial resources for firms activities	1
	x.	The Primary goal of financial Management is to - (c) Maximise wealth of owner	1
Q.2	i.	Management is a science Management is an art	2 marks 2 marks
	ii.	Any six functions of management 1 mark for each	6 (1 mark * 6)
OR	iii.	Any six Cross-culture issues in management 1 mark for each	6 (1 mark * 6)
Q.3	i.	Definition of Marketing.	2
	ii.	Any eight roles of HR manager in a business organisation 1 mark for each	8 (1 mark * 8)
OR	iii.	Four P's of marketing mix 2 marks for each	8 (2 marks * 4)

Q.4	i.	Any three differences between micro and macro economics. 1 mark for each	(1 mark * 3)	3
	ii.	Explanation of law of diminishing marginal utility Example Diagram	4 marks 1 mark 2 marks	7
	OR iii.	Types of inflation		7
Q.5	i.	Any four accounting concepts 1 mark for each	(1 mark * 4)	4
	ii.	Format of profit and loss account Any six entries on both sides 1 mark Each	(1 mark * 6)	6
	OR iii.	Any six errors which cannot be detected by the trial-balance.		6
Q.6		Attempt any two:		
	i.	Any five goals of financial management. 1 mark for each	(1 mark * 5)	5
	ii.	Definition of financial management Any three elements 1 mark for each (1 mark * 3)	2 marks 3 marks	5
	iii.	Any five functions of a financial manager 1 mark for each	(1 mark * 5)	5
