

Total No. of Questions: 6

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Enrollment No.....



Faculty of Engineering
End Sem Examination Dec-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. Management deals with _____. **1**
(a) Internal environment (b) External environment
(c) Both (a) and (b) (d) None of these
- ii. The most significant management skills are _____. **1**
(a) Technical, Human and conceptual
(b) Technical, behavioural and Conceptual
(c) Systematic, Human and Conceptual
(d) Technical, Human and cognitive
- iii. The promotion "P" of marketing is also known as _____. **1**
(a) Product Differentiation (b) Distribution
(c) Cost (d) Marketing Communication
- iv. The task of any business is to deliver _____ at a profit. **1**
(a) Customer needs (b) Customer value
(c) Products and Services (d) Improved quality
- v. Who is considered the founder of Microeconomics? **1**
(a) Adam Smith (b) John Keynes
(c) Friedrich Hayek (d) Milton Friedman
- vi. Goods produced to produce yet other goods is called- **1**
(a) Final goods (b) Capital
(c) Investment (d) Resources
- vii. Fixed assets are held by business for _____. **1**
(a) Converting into cash (b) Generating revenue
(c) Resale (d) None of these

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- viii. Cost concept basically recognises _____. **1**
(a) Fair Market value (b) Historical cost
(c) Realisable value (d) Replacement cost
- ix. Long term finance is required for _____. **1**
(a) Current assets (b) Fixed assets
(c) Intangible assets (d) None of these
- x. _____ is a specific risk factor. **1**
(a) Market risk (b) Inflation risk
(c) Interest rate risk (d) Financial risk
- Q.2 i. Define decision making process. **3**
ii. What is the difference between management and administration? **7**
OR iii. Define management. Also explain the five major functions of management. **7**
- Q.3 i. What is marketing? **3**
ii. Explain customer relationship management in detail. **7**
OR iii. What is the role of human resource manager in a business organization? **7**
- Q.4 i. Write any three differences between micro and macroeconomics. **3**
ii. State and explain the law of variable proportion. **7**
OR iii. Describe in detail various types of market structure. **7**
- Q.5 i. What is cost accounting? **3**
ii. Explain break even analysis with an example. **7**
OR iii. Explain the classification of cost in detail. **7**
- Q.6 i. Define financial management. **3**
ii. Explain profit maximization and wealth maximization in detail. **7**
OR iii. Explain investment decision and financing decision. **7**

Marking Scheme
Fundamentals of Management, Economics & Accountancy (T)
- EN3HS04 (T)

Q.1	i)	(b) External environment	1
	ii)	(a) Technical, Human and Conceptual	1
	iii)	(d) Marketing Communication	1
	iv)	(b) Customer value	1
	v)	(a) Adam Smith	1
	vi)	(b) Capital	1
	vii)	(b) Generating revenue	1
	viii)	(b) Historical cost	1
	ix)	(b) Fixed assets	1
	x)	(d) Financial Risk	1

Q.2	i.	Decision Making Process.	(As per explanation)	3
	ii.	Difference Administration	(1 Mark*7)	7
OR	iii.	Each Function contains 1.5 mark (2 Define Management)		7

Q.3	i.	Marketing	(As per explanation)	3
	ii.	Customer Relationship Management.	(As per explanation)	7
OR	iii.	Each role contains 1 mark.	(1 Mark*7)	7

Q.4	i.	Each difference contains one mark	(1 Mark*3)	3
	ii.	Diagram	2 Mark	7
OR	iii.	Various types of market structure.	(As per explanation)	7
Q.5	i.	Cost accounting	(As per explanation)	3
	ii.	Break even analysis with an example	3.5 Marks 3.5 Marks	7
OR	iii.	Explain the classification of cost.		7
Q.6	i.	Define financial management	(As per explanation)	3
	ii.	Explain Profit Maximization Wealth Maximization in detail.	3.5 Marks 3.5 Marks	7
	iii.	Explain Investment Decision Financing Decision.	3.5 Marks 3.5 Marks	7
