

Enrollment No.....



Faculty of Engineering
End Sem Examination May-2024

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. Which managerial role involves negotiating with other organizations or individuals? **1**
 (a) Interpersonal role (b) Informational role
 (c) Decisional role (d) Resource allocator
- ii. What is decision making under uncertainty? **1**
 (a) Making decisions based on probability
 (b) Making decisions when all outcomes are known
 (c) Making decisions without considering the consequences
 (d) Making decisions based on incomplete or imperfect information
- iii. _____ price refers to the high initial price charged when a new product is introduced in the market. **1**
 (a) Skimming (b) Penetration
 (c) Premium (d) None of these
- iv. The following is (are) concerned with developing a pool of candidates in line with the human resources plan- **1**
 (a) Development (b) Recruitment
 (c) Training (d) All of these
- v. Price Elasticity of demand= **1**
 (a) $\frac{\text{Proportionate change in quantity demanded}}{\text{Proportionate change in price}}$
 (b) $\frac{\text{Change in Quantity demanded} / \text{Quantity demanded}}{\text{Change in Price/price}}$
 (c) $\frac{(Q_2 - Q_1)/Q_1}{(P_2 - P_1)/P_1}$
 (d) All of these

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	vi.	The claim that, other things equal, the quantity supplied of a goods rises when the price of goods raises known as: (a) Law of economics (b) Law of supply (c) Law of demand (d) None of these	1
	vii.	Which option gives a review report on the firm's financial status at a specified date? (a) Balance sheet (b) Cash flow statement (c) Income & expenditure account (d) Profit & loss account	1
	viii.	Which of the following statements is incorrect? (a) Assets - Capital = Liabilities (b) Assets - Liabilities = Capital (c) Liabilities + Capital = Assets (d) Liabilities + Assets = Capital	1
	ix.	Capital Budgeting is a part of: (a) Investment decision (b) Marketing management (c) Working capital management (d) Capital structure	1
	x.	Which goal of financial management focuses on increasing the value of the firm's stock? (a) Profit maximization (b) Wealth maximization (c) Market share maximization (d) Revenue maximization	1
Q.2	i.	Define decision making and outline the steps involved in the rational decision-making process.	2
	ii.	Compare and contrast management and administration, highlighting their key differences.	3
	iii.	What are managerial skills and competencies? Provide examples of essential skills and competencies that successful managers possess.	5
OR	iv.	How do cross-cultural issues impact management practices in a globalized business environment? Identify and discuss the challenges that managers face when dealing with cultural diversity within their teams or organizations.	5

		[3]	
Q.3	i.	What is Human Resource Management (HRM)? Describe the objectives of HRM.	4
	ii.	Discuss the process and importance of human resource planning in organizations.	6
OR	iii.	What is the holistic marketing concept? How does it differ from traditional marketing approaches?	6
Q.4	i.	Write difference between micro and macroeconomics.	4
	ii.	Define inflation and explain its types, including demand-pull and cost-push inflation. Provide examples of each type.	6
OR	iii.	Discuss the law of variable proportions. How does this law affect short-run production decisions?	6
Q.5	i.	What are the fundamental accounting principles? Provide examples of current assets, non-current assets, current liabilities, and long-term liabilities.	4
	ii.	Classify and explain the various costs in cost accounting. Provide examples of different cost classifications.	6
OR	iii.	Describe the methods used in cost accounting to allocate costs to products or services.	6
Q.6		Attempt any two:	
	i.	Define wealth maximization as an alternative goal of financial management. How does it differ from profit maximization?	5
	ii.	Discuss the investment decision as a critical component of financial management. What factors should organizations consider when making investment decisions?	5
	iii.	How do modern approaches to financial management integrate investment decisions, financing decisions, and dividend policy decisions to maximize shareholder wealth?	5

Scheme of Marking

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

Q.1	i)	c) Decisional role	1
	ii)	d) Making decisions based on incomplete or imperfect information	1
	iii)	a) Skimming.	1
	iv)	b) Recruitment	1
	v)	d) All the above	1
	vi)	b) Law of supply	1
	vii)	a) Balance Sheet	1
	viii)	d) Liabilities + Assets = Capital	1
	ix)	a) Investment Decision	1
	x)	b) Wealth maximization	1
Q.2	i.	Define decision making and outline the steps involved in the rational decision-making process.	2
		Definitions – 1 mark	
		List of Steps – 1 mark	
	ii.	Compare and contrast management and administration, highlighting their key differences.	3
		If written	
		2 differences – 1 mark	
		3-4 difference – 2 marks	
		5-6 difference- 3 marks	

- iii. What are managerial skills and competencies? Provide examples of essential skills and competencies that successful managers possess. **5**

Managerial skills and competencies – 3 marks

Examples- 2 marks

- OR iv. How do cross-cultural issues impact management practices in a globalized business environment? Identify and discuss the challenges that managers face when dealing with cultural diversity within their teams or organizations. **5**

Cross-cultural issues and impact- 3 marks

Challenges – 2 marks

- Q.3 i. What is Human Resource Management (HRM)? Describe its and objectives. **4**

Definition – 2 marks

Objectives – 2 marks

- ii. Discuss the process and importance of human resource planning in organizations. **6**

Process of HRP – 4 marks

Importance – 2 marks

- OR iii. What is the holistic marketing concept? How does it differ from traditional marketing approaches? **6**

Holistic marketing concept – 4 marks

Difference – 2 marks

- Q.4 i. Identify and describe the four types of market structure **4**

Each type of market – 1 mark

- ii. Define inflation and explain its types, including demand-pull and cost-push inflation. Provide examples of each type. **6**

OR iii. **Inflation definition- 1 mark**
Types and example – 3 marks
Demand pull inflation – 1 mark
Cost push inflation- 1 mark
Discuss the Law of Variable Proportions. How does this law affect short-run production decisions? **6**

Laws of Variable Proportions – 4 marks
Affect on short run production -2 marks
Q.5 i. What are the fundamental accounting principles? Provide examples of current assets, non-current assets, current liabilities, and long-term liabilities. **4**

Accounting Principle – 2 marks
Examples : 0.5 marks for each example
ii. Classify and explain the various costs in cost accounting. Provide examples of different cost classifications. **6**

Classification of various cost :

three types and example – 4 marks
four types and example – 5 marks
five types and example – 6 marks

OR iii. Describe the methods used in cost accounting to allocate costs to products or services. **6**

Any four methods – 1.5 marks each

Q.6 Attempt any two:
i. Define wealth maximization as an alternative goal of financial management. How does it differ from profit maximization? **5**

Deriving wealth maximization as alternative goal- 3 marks
Difference from profit maximization – 2 marks
ii. Discuss the investment decision as a critical component of financial management. What factors should organizations consider when making investment decisions? **5**

Investment decision – 2 marks
Factors to be consider – 3 marks
iii. How do modern approaches to financial management integrate investment decisions, financing decisions, and dividend policy decisions to maximize shareholder wealth? **5**

Modern approach 1 mark
Integration of financial management (investment decision , financial decision and dividend policy decisions) – 4 marks
