

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Engineering  
End Sem (Odd) Examination Dec-2019  
EN3HS04 Fundamentals of Management, Economics &  
Accountancy

Programme: B.Tech.

Branch/Specialisation: CS/EE/EX/IT

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. Management ensures..... **1**  
(a) Productivity (b) Survival and Growth  
(c) Efficiency (d) All of these
- ii. Interpersonal role include .....  
(a) Figurehead Role (b) Monitor's Role  
(c) Disseminator Role (d) Negotiator Role
- iii. .... is not a type of Marketing Concept. **1**  
(a) Production Concept (b) Societal Marketing Concept  
(c) Supplier Concept (d) Selling Concept
- iv. Human resource management is normally \_\_\_\_\_ in nature. **1**  
(a) Proactive (b) Reactive (c) Combative (d) None of these
- v. The low point in the business cycle is referred to as the..... **1**  
(a) Expansion (b) Peak  
(c) Contraction (d) Trough
- vi. The price elasticity of demand measures..... **1**  
(a) Slope of a budget curve  
(b) How often the price of a good changes  
(c) Measures the sensitivity of the quantity demanded to change in the price  
(d) How sensitive the quantity demanded is to changes in demand
- vii. Which of the following is a Real A/c? **1**  
(a) Building A/c (b) Capital A/c  
(c) Shyam A/c (d) Rent A/c

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- viii. Irrelevant cost is..... Cost. **1**  
 (a) Sunk (b) Replacement  
 (c) Opportunity (d) Variable
- ix. The only viable goal of financial management is..... **1**  
 (a) Profit Maximization (b) Wealth Maximization  
 (c) Sales Maximization (d) Assets Maximization
- x. Capital Budgeting is a part of: **1**  
 (a) Investment Decisions (b) Working Capital Management  
 (c) Marketing Decisions (d) Capital Structure
- Q.2 i. Define management? **2**  
 ii. Explain any three function of management? **3**  
 iii. Difference between management and administration? **5**  
 OR iv. Explain the cross-cultural issues in management and challenges? **5**
- Q.3 i. Define marketing? **2**  
 ii. Critically describe the impact of globalization on human resource management? **8**  
 OR iii. Why it is necessary for the marketer to scan the marketing environment? Discuss the various micro and macro environmental factors. **8**
- Q.4 i. Define national income? **2**  
 ii. Explain the law of diminishing marginal utility with suitable examples and diagram? **8**  
 OR iii. What do you understand by price elasticity of demand? Explain the degrees of price elasticity of demand. **8**
- Q.5 i. Briefly explain any two concepts of accounting? **2**  
 ii. Prepare Trading A/c, Profit and Loss A/c and Balance Sheet as on March 31<sup>st</sup> 2019 from the following details: **8**

	Rs.		Rs.
Creditors	19000	Salary	2500
Building	15000	Sundry Debtors	9500
Cash at Bank	16200	Rent	850

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	Rs.		Rs.
Sundry expenses	1990	Furniture	3000
Purchase	157000	Opening stock	27350
Wages	10000	Capital	47390
Sales	185000	Bills payable	10000
Motor	12500		

Adjustments: Closing stock valued at Rs. 15000.

- OR iii. What do you mean by cost accounting? Explain the methods and techniques of costing. **8**
- Q.6 Attempt any two:
- i. Examine the factors determining the dividend policy of a company? **5**  
 ii. Briefly discuss the concept of profit maximization and wealth maximization in financial management? **5**  
 iii. Critically examine the various methods of evaluation of investment proposal? Any five. **5**

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## Marking Scheme

### EN3HS04 Fundamentals of Management, Economics & Accountancy

Q.1	i.	Management ensures.....	1
		(d) All of these	
	ii.	Interpersonal role include .....	
		(a) Figurehead Role	
	iii.	..... is not a type of Marketing Concept.	1
		(c) Supplier Concept	
	iv.	Human resource management is normally _____ in nature.	1
		(a) Proactive	
	v.	The low point in the business cycle is referred to as the.....	1
		(d) Trough	
	vi.	The price elasticity of demand measures.....	1
		(c) Measures the sensitivity of the quantity demanded to change in the price	
	vii.	Which of the following is a Real A/c?	1
		(a) Building A/c	
	viii.	Irrelevant cost is..... Cost.	1
		(a) Sunk	
	ix.	The only viable goal of financial management is.....	1
		(b) Wealth Maximization	
	x.	Capital Budgeting is a part of:	1
		(a) Investment Decisions	
Q.2	i.	Definition of management	2
	ii.	Any three function of management	3
		1 mark for each (1 mark * 3)	
	iii.	Difference between management and administration	5
		1 mark for each difference (1 mark * 5)	
OR	iv.	Cross-cultural issues in management	5
		0.5 mark for each issue (0.5 mark * 5)	2.5 marks
		Challenges	
		0.5 mark for each challenge (0.5 mark * 5)	2.5 marks
Q.3	i.	Definition of marketing	2
	ii.	Impact of globalization on human resource management	8
		1 mark for each impact (1 mark * 8)	

OR	iii.	Scan the marketing environment	4 marks	8
		Micro and macro environmental factors.	4 marks	
Q.4	i.	Definition of national income		2
	ii.	Law of diminishing marginal utility	4 marks	8
		Examples	2 marks	
OR	iii.	Diagram	2 marks	
		Price elasticity of demand	2 marks	8
		Degrees of price elasticity of demand		
		1.5 marks for each degree (1.5 marks * 4)	6 marks	
Q.5	i.	Any two concepts of accounting		2
		1 mark for each concept	(1 mark * 2)	8
	ii.	Prepare Trading A/c, Profit and Loss A/c and Balance		
OR	iii.	0.5 mark for each entry	(0.5 mark * 16)	
		Meaning of cost accounting	2 marks	8
		Methods of costing		
		1 mark for each method (1 mark * 3)	3 marks	
		Techniques of costing.		
		1 mark for each technique (1 mark * 3)	3 marks	
Q.6	Attempt any two:			
	i.	Factors determining the dividend policy of a company		5
		1 mark for each factor	(1 mark * 5)	5
	ii.	Concept of profit maximization	2.5 marks	
		Concept of wealth maximization	2.5 marks	5
	iii.	Any five methods of evaluation of investment proposal		
		1 mark for each methods	(1 mark * 5)	

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