

Roll No. ....

Total Pages : 2

**312205**

May 2023

**BCA (DS) - II SEMESTER**

**Fundamentals of Management (BCA-DS-115)**

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.
2. Answer any four questions from Part-B in detail.
3. Different sub-parts of a question are to be attempted adjacent to each other.

**PART-A**

1. Briefly discuss the following :
  - (a) Manpower planning. (1.5)
  - (b) Characteristics of management. (1.5)
  - (c) Materials management. (1.5)
  - (d) Objectives of training. (1.5)
  - (e) Concept of marketing. (1.5)
  - (f) Importance of financial management. (1.5)
  - (g) Personnel management. (1.5)
  - (h) Advertising. (1.5)

312205/355/111/437

**38** [P.T.O.]



- (i) Capital structure. (1.5)
- (j) Administration. (1.5)

### PART-B

2. How selection is different from recruitment? Explain various sources of recruitment. Also explain the various steps in selection process. (15)
3. (a) What is production planning and control? Explain various stages of production planning and control. (7.5)
- (b) Explain various functions of production management. (7.5)
4. What is the significance of marketing research? Explain in detail the process of marketing research. (15)
5. Discuss the various sources for raising long-term and short-term finance for business. (15)
6. (a) What are the various functions of management? How these functions are interrelated? (7.5)
- (b) Discuss various types of training. (7.5)
7. Write short note on :
- (a) Inventory Control. (7.5)
- (b) Management as an art, science or profession. (7.5)