

HUM-203-F

FUNDAMENTALS OF MANAGEMENT

L T P
3 1 0

Class Work Marks: 50
Exam Marks: 100
Total Marks: 150
Duration of Exam: 3 Hrs.

NOTE: For setting up the question paper, question no 1 will be set up from all the four sections which will be compulsory and of short answer type. Two questions will be set from each of the four sections. The students have to attempt first common question, which is compulsory, and one question from each of the four sections. Thus students will have to attempt 5 questions out of 9 questions.

Section-A

Meaning of management, Definitions of Management, Characteristics of management, Management Vs. Administration. Management-Art, Science and Profession. Importance of Management. Development of Management thoughts. Principles of Management. The Management Functions, Inter-relationship of Managerial functions. Nature and Significance of staffing, Personnel management, Functions of personnel management, Manpower planning, Process of manpower planning, Recruitment, Selection; Promotion - Seniority Vs. Merit. Training - objectives and types of training.

Section-B

Production Management: Definition, Objectives, Functions and Scope, Production Planning and Control; its significance, stages in production planning and control. Brief introduction to the concepts of material management, inventory control; its importance and various methods.

Section-C

Marketing Management - Definition of marketing, Marketing concept, objectives & Functions of marketing. Marketing Research - Meaning; Definition; objectives; Importance; Limitations; Process. Advertising - meaning of advertising, objectives, functions, criticism.

Section-D

Introduction of Financial Management, Objectives of Financial Management, Functions and Importance of Financial Management. Brief Introduction to the concept of capital structure and various sources of finance.

TEXT BOOKS:

- Principles and Practice of Management - R.S. Gupta, B.D.Sharma, N.S. Bhalla. (Kalyani Publishers)
- Organisation and Management - R.D. Aggarwal (Tata Mc Graw Hill)

REFERENCE BOOKS :

- Principles & Practices of Management – L.M. Prasad (Sultan Chand & Sons)
- Management – Harold, Koontz and Cyrilo Donell (Mc.Graw Hill).
- Marketing Management – S.A. Sherlikar (Himalaya Publishing House, Bombay).
- Financial Management - I.M. Pandey (Vikas Publishing House, New Delhi)
- Management - James A.F. Stoner & R.Edward Freeman, PHI.