Unit-I

1. Assuming wealth maximization to be the objective of financial management, show how financing, investment and dividend decisions of a company can help to attain this objective.

2. Explain the factors which are to be taken into consideration while planning the working capital requirement of a firm.

Unit-II

3. (a) Discuss the objectives of personnel management.
   (b) Enumerate the duties and responsibilities of the personnel manager in an organization.

4. (a) What is the importance of job analysis?
   (b) Explain human resource development.
Unit-III

5. Define production management. Discuss the functions of a production manager.

6. (a) What are the advantages of urban, suburban and rural location while identifying plant location?

   (b) What are the objectives of work measurement?

Unit-IV

7. Explain the term marketing and explain its functions. Also explain 'seller market' and 'buyer market'.

8. What is marketing mix? Explain the factors affecting marketing mix.