

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-V • EXAMINATION – SUMMER • 2014

Subject Code: 150001

Date: 21-06-2014

Subject Name: Management-II

Time: 10.30 am - 01.00 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Define market research. State its objectives. **07**
(b) Explain the 4 'Ps' of marketing mix. **07**
- Q.2** (a) Define demand forecasting and discuss the objectives of forecasting. **07**
(b) Elaborate the role of finance in business. **07**
- OR**
- (b) Narrate the chief functions of a financial manager. **07**
- Q.3** (a) "Selection of plant location is important for the success of business" – Discuss the statement critically. **07**
(b) Discuss the objectives of a good plant layout. **07**
- OR**
- Q.3** (a) Draw the Break Even Analysis diagram and explain it with help of an example. **07**
(b) State the different functions of a production management department. **07**
- Q.4** (a) Explain the process of human resource planning. **07**
(b) What is recruitment? Describe different sources of recruitment. **07**
- OR**
- Q.4** (a) Discuss various steps involved in the selection process. State the advantages of interviews. **07**
(b) Describe the managerial functions of human resource department. **07**
- Q.5** (a) What is strategic management? Elaborate the significance of strategy in an organization. **07**
(b) Describe the benefits and limitations of Management by Objectives. **07**
- OR**
- Q.5** (a) With the following data, calculate the target sales for Rs. 10,000 profit. Fixed overheads - Rs. 50,000, selling price/unit - Rs. 200 and variable overheads – Rs. 140. **07**
(b) Discuss different marketing concepts. **07**
