

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-V • EXAMINATION – WINTER 2013****Subject Code: 150001****Date: 06-12-2013****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) Critically explain the Four Ps of marketing mix. **07**
(b) State the functions of a finance manager. **07**
- Q.2** (a) Define demand forecasting. Add a detailed note on types and objectives of forecasting. **07**
(b) What is market segmentation? Elaborate different levels of market segmentation. **07**
- OR**
- (b) State different marketing concepts. **07**
- Q.3** (a) What is break-even analysis? Elaborate the various assumptions made in a break-even analysis. **07**
(b) Describe different factors affecting the selection of plant location. **07**
- OR**
- Q.3** (a) Define a plant layout. State the essential factors for choosing the plant layout. **07**
(b) Write notes on the following topics: **07**
(i) Types of plant layouts
(ii) Production-operations management
- Q.4** (a) Discuss the significance of finance in business. **07**
(b) Write notes on the following topics: **07**
(i) Objectives of HRM
(ii) Human resource planning process
- OR**
- Q.4** (a) Discuss the importance of financial planning. **07**
(b) Write notes on the following topics: **07**
(i) Sources of recruitment
(ii) Selection process
- Q.5** (a) What is strategy? State the elements of strategic management. **07**
(b) Discuss different criteria for segmenting customer market. **07**
- OR**
- Q.5** Write detailed notes on the following topics:
(a) Levels of strategy **07**
(b) Management by objectives **07**
