

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V (OLD) - EXAMINATION – SUMMER 2017

Subject Code: 150001

Date: 03/05/2017

Subject Name: Management - II

Time: 02:30 PM to 05:00 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) Explain methods of forecasting in detail 07
(b) What is 4 P's of Marketing? Explain with suitable example 07
- Q.2** (a) What do you mean by market segmentation? Explain with suitable case problem 07
(b) Explain components of financial management in detail 07
- OR**
- (b) What is the role of financial manager? Explain in detail 07
- Q.3** (a) Describe pay roll management of any organization system in detail 07
(b) What do you mean by audit? Discuss major component of audit. 07
- OR**
- Q.3** (a) Describe project layout and process layout in detail with suitable example 07
(b) Explain components of production management in detail 07
- Q.4** (a) Draw neat sketch of break even chart and explain profit zone and loss zone clearly. 07
(b) Explain process of selection of plant location for different industries 07
- OR**
- Q.4** (a) What is the role of HR management in the organization? Explain in detail 07
(b) Discuss recruitment process with suitable example 07
- Q.5** (a) What do you mean by manpower planning? Explain with suitable example 07
(b) Explain levels of strategic management and their functions. 07
- OR**
- Q.5** (a) Differentiate strategic management and operational management in detail 07
(b) What do you mean by goal, mission, vision and objectives? Explain with suitable example 07
