

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE- Vth SEMESTER-EXAMINATION – MAY/JUNE - 2012

Subject code: 150001

Date: 31/05/2012

Subject Name: Management-II

Time: 02:30 pm – 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) Discuss about four P's of marketing. What is the significance of advertising in marketing? **07**

(b) Distinguish between marketing and selling. **07**

Q.2 (a) What are the objectives of financial management. **07**

(b) Define market segmentation and discuss the bases of market segmentation for consumer products. **07**

OR

(b) Define demand forecasting and discuss the methods of demand forecasting. **07**

Q.3 (a) Analyze the factors affecting plant location. **07**

(b) The total sales figure in a company is 50000 units, the sale price is rs.100 per unit and the variable cost is Rs 20 per unit. The fixed cost of production is Rs.320000. Find out the breakeven point and the sales revenue. What is the profit earned by the firm? **07**

OR

Q.3 (a) Discuss the significance of financial planning. **07**

(b) Define process layout and discuss its advantages and disadvantages. **07**

Q.4 (a) Discuss the objectives and functions of human resource management **07**

(b) What are the objectives of manpower planning? mention the steps involved in it **07**

OR

Q.4 (a) What are the sources of recruitment? Mention their advantages and disadvantages **07**

(b) Discuss the steps involved in selection process. What are the advantages of interviews? **07**

Q.5 (a) What is management by objectives? Discuss its advantages for an organization. **07**

(b) Discuss the essential requirements of strategic planning needed to keep a business progressive. **07**

OR

Q.5 (a) Mention the objectives and steps in corporate planning **07**

(b) Discuss the nature and dimensions of corporate planning. **07**
