

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE – SEMESTER V • EXAMINATION – WINTER - 2012****Subject code: 150001****Date: 21-01-2013****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) Define marketing and discuss what is meant by societal marketing **07**  
 (b) Explain marketing mix. **07**  
 Discuss the importance of price and Promotion in marketing.
- Q.2** (a) What is market segmentation? Discuss the bases for market Segmentation. **07**  
 (b) What is demand forecasting? **07**  
 Discuss the objectives of Short term and long term forecasting.
- OR**
- (b) Define demand forecasting. Discuss the various methods Of demand forecasting. **07**
- Q.3** (a) Identify the type's financial needs of a business and **07**  
 discuss the goals of financial management.  
 (b) Discuss the traditional and the modern approach to the scope of **07**  
 financial management.
- OR**
- Q.3** (a) Discuss about the various financial functions to be performed by a finance manager. **07**  
 (b) Discuss how far the role of finance manager has emerged due to the **07**  
 change in economic environment in the world.
- Q.4** (a) Define production management. Discuss the significance of **07**  
 Production management in enhancing efficiency .  
 (b) Mention the factors influencing plant layout. Discuss the types of plant layout. **07**
- OR**
- Q.4** (a) Define strategy. Discuss in brief about levels of strategy. **07**  
 (b) Define a plant. What are the factors affecting location? **07**
- Q.5** (a) Discuss the advantages of strategic management for an organization. **07**  
 What are the challenges of strategic management?  
 (b) What are the important sources of recruitment? **07**  
 Discuss the important methods of recruitment.
- OR**
- Q.5** (a) Discuss the objectives of human resource planning and mention the steps in HRP. **07**  
 (b) What is meant by managing by objectives? Discuss its features. **07**

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