

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-V • EXAMINATION – SUMMER 2013

Subject Code: 150001**Date: 22-05-2013****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) State and explain the functions of Marketing. Differentiate between marketing and selling concept **07**
 (b) Why market segmentation is important? **07**
- Q.2** (a) What is financial management? Explain the functions of financial management. **07**
 (b) Describe various methods of demand forecasting. **07**
- OR**
- (b) Describe the role of financial manager. **07**
- Q.3** (a) What are the factors affecting the location of plant? Explain them in brief. **07**
 (b) Write a note on market survey. **07**
- OR**
- Q.3** (a) What are the factors that affect plant layout? **07**
 (b) What are the objectives of financial management? **07**
- Q.4** (a) How important is human resource management in today's context? **07**
 (b) Explain manpower planning process. **07**
- OR**
- Q.4** (a) Describe the selection process of a typical IT company. **07**
 (b) What are the sources of recruitment? Explain them in brief. **07**
- Q.5** (a) Write a note on any two: **14**
 1. Management by objectives.
 2. Corporate strategy.
 3. Criteria for market segmentation.
 4. Strategic planning.
