

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V (OLD) EXAMINATION – WINTER 2021

Subject Code:150001

Date:14/12/2021

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.
4. Simple and non-programmable scientific calculators are allowed.

- Q.1** (a) Define Production Management. What are the requirements of managing plant and process in production management? **07**
(b) Briefly explain the features of the marketing concept. **07**
- Q.2** (a) Enlist various methods of forecasting and explain market test method of sales forecasting. **07**
(b) Discuss the role and objectives of financial management. **07**
- OR**
- (b) Explain pay roll management with suitable example. **07**
- Q.3** (a) List and explain the factors affecting in the selection of Thermal Power Plant location. **07**
(b) Write a shortnote on: "Break Even Analysis" **07**
- OR**
- Q.3** (a) What do you mean by plant layout? Distinguish product layout and process layout. **07**
(b) What is role of HR management in the organization? Explain in detail. **07**
- Q.4** (a) Discuss the various levels of strategic management in details. **07**
(b) What is Management by objective? Explain the process of management by objective. **07**
- OR**
- Q.4** (a) Describe 4P's of Marketing mix model with suitable example. **07**
(b) Define manpower planning. Discuss importance and objective of manpower planning. **07**
- Q.5** (a) Discuss consumer product and industrial product on the basis of market segmentation. **07**
(b) Explain goal, mission and objectives by suitable example. **07**
- OR**
- Q.5** (a) Explain various methods of Demand Forecasting. **07**
(b) Explain scope and objectives of financial management. **07**
