

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V(OLD) EXAMINATION – SUMMER 2022

Subject Code:150001

Date:20/06/2022

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) Discuss various steps of Management by Objective. 07
(b) Differentiate Marketing and Selling. 07
- Q.2 (a) Explain objective of HRM and differentiate recruitment and selection. 07
(b) Discuss 4p's of Marketing. 07
- OR
- (b) What do you understand by Production, explain plant layout. 07
- Q.3 (a) Discuss various objectives of Marketing Management. 07
(b) Explain in brief Demand forecasting in Marketing management. 07
- OR
- Q.3 (a) Discuss Product Life Cycle. 07
(b) Explain function and Objectives of Finance Management. 07
- Q.4 (a) Discuss various Objectives of Man Power Planning in HRM. 07
(b) Explain Product Positioning. 07
- OR
- Q.4 (a) Explain Break Even Analysis in details. 07
(b) Discuss Plant Location. 07
- Q.5 (a) Explain product layout and process layout. 07
(b) Explain Market and marketing, Discuss Market segmentation. 07
- OR
- Q.5 (a) Define: Angle of Incidence, fixed cost, Margin of safety, PV Ratio. 07
(b) Discuss Various sources of finance to start a new entrepreneurship. 07
