Seat No.:		Enrolment No	Enrolment No	
		GUJARAT TECHNOLOGICAL UNIVERSITY		
Subject Code: 150001		BE - SEMESTER–V (OLD) - EXAMINATION – SUMMER 2017 of Code: 150001 Date: 03/05/20	Date: 03/05/2017	
Subject Name: Management - II			2017	
Time: 02:30 PM to 05:00 PM			Total Marks: 70	
	struct		10	
	1.	Attempt all questions.		
	2. 3.	Make suitable assumptions wherever necessary. Figures to the right indicate full marks.		
Q.1	(a) (b)	Explain methods of forecasting in detail What is 4 P's of Marketing? Explain with suitable example	07 07	
Q.2	(a) (b)	What do you mean by market segmentation? Explain with suitable case problem Explain components of financial management in detail	07 07	
	(~)	OR	0.	
	(b)	What is the role of financial manager? Explain in detail	07	
Q.3	(a) (b)	Describe pay roll management of any organization system in detail What do you mean by audit? Discuss major component of audit. OR	07 07	
Q.3	(a) (b)	Describe project layout and process layout in detail with suitable example Explain components of production management in detail	07 07	
Q.4	(a)	Draw neat sketch of break even chart and explain profit zone and loss zone clearly.	07	
	(b)	Explain process of selection of plant location for different industries OR	07	
Q.4	(a) (b)	What is the role of HR management in the organization? Explain in detail Discuss recruitment process with suitable example	07 07	
Q.5	(a) (b)	What do you mean by manpower planning? Explain with suitable example Explain levels of strategic management and their functions. OR	07 07	
Q.5	(a) (b)	Differentiate strategic management and operational management in detail What do you mean by goal, mission, vision and objectives? Explain with suitable example	07 07	
