GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER-V • EXAMINATION – SUMMER • 2015

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| Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. Q.1 (a) Define production management. What are the requirements of managing plant and process in production management? (b) Which are the functions of human resource management? Explain human resource planning. Q.2 (a) What is strategy? Explain functional level strategy briefly. (b) Which are different features of the marketing concept? Explain them. (c) Which are different features of the marketing concept? Explain them. (d) Which factors are to be considered while selecting the location of a plant? (e) What is finance and financial management? State the importance of financial management in business. (f) Describe the role of financial manager in brief. (g) Explain recruitment, selection and placement in context with human resource management. (f) Which are the important criteria for segmentation of market? (g) White a short note on scope of financial management. (g) State the tools used for manpower selection and briefly explain them. (h) State the routine functions of financial management. (h) White a short note on scope of financial management. (h) Elaborate the routine functions of financial management. (h) Elaborate the routine functions of financial management. (h) White is Management By Objectives? List the features and advantages of it. | | | | | |
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