

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER– VIII EXAMINATION – SUMMER 2015

Subject Code: 183501**Date: 07/05/2015****Subject Name: Management in Chemical Industries****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) What are the different areas & constituents of emotional intelligence? **07**
- (b) Distinguish in between the formal & informal group. **07**
- Q.2** (a) Write down a note on conflict process. **07**
- (b) Elaborate the techniques for effective group communication. **07**
- OR**
- (b) Write a short note on causes of project failure. **07**
- Q.3** (a) What are the objectives & steps of material handling process? **07**
- (b) Explain chain of command with its merit & demerit. **07**
- OR**
- Q.3** (a) How the strong culture does differ from the weak culture? **07**
- (b) Describe the concept and importance of organizational change and its techniques. **07**
- Q.4** (a) Discuss different types of ethics. **07**
- (b) With suitable example explain steps for preparation of project report. **07**
- OR**
- Q.4** (a) Discuss different styles of leadership. What are the criteria of an effective leader? **07**
- (b) Discuss in detail: characteristics & factors of plant location. **07**
- Q.5** (a) Describe the project evaluation process. **07**
- (b) What are various strategies for the product pricing? Discuss. **07**
- OR**
- Q.5** (a) What are the objectives & process of organizational development? Explain. **07**
- (b) Write down the components of attitude & types of values. **07**
