

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**
