Seat No.:		Enrolment No		
		GUJARAT TECHNOLOGICAL UNIVERSITY		
		BE- V <sup>th</sup> SEMESTER-EXAMINATION – MAY/JUNE - 2012		
Subject code: 150001		ode: 150001 Date: 31/05/	Date: 31/05/2012	
Subject Name: Management-II Time: 02:30 pm – 05:00 pm		e		
		•	Total Marks: 70	
Instr	ucti	ons:		
		empt all questions.		
		ke suitable assumptions wherever necessary. Ires to the right indicate full marks.		
<b>J.</b>	rigu	ires to the right indicate run marks.		
Q.1	(a)	Discuss about four P's of marketing. What is the significance of advertising in marketing?	07	
	<b>(b)</b>	Distinguish between marketing and selling.	07	
Q.2	(a)	What are the objectives of financial management.	07	
	<b>(b)</b>	Define market segmentation and discuss the bases of market	07	
		segmentation for consumer products.  OR		
	<b>(b)</b>	Define demand forecasting and discuss the methods of demand	07	
		forecasting.		
Q.3	(a)	Analyze the factors affecting plant location.	07	
	<b>(b)</b>	The total sales figure in a company is 50000 units, the sale price is rs.100	07	
		per unit and the variable cost is Rs 20 per unit. The fixed cost of		
		production is Rs.320000. Find out the breakeven point and the sales revenue. What is the profit earned by the firm?		
		OR		
Q.3	(a)	Discuss the significance of financial planning.	07	
	<b>(b)</b>	Define process layout and discuss its advantages and disadvantages.	07	
Q.4	(a)	Discuss the objectives and functions of human resource management	07	
	<b>(b)</b>	What are the objectives of manpower planning? mention the steps	07	
		involved in it  OR		
Q.4	(a)	What are the sources of recruitment? Mention their advantages and	07	
Ų.Ŧ	(a)	disadvantages	U1	
	<b>(b)</b>	Discuss the steps involved in selection process. What are the advantages	07	
		of interviews?		
Q.5	(a)	What is management by objectives? Discuss its advantages for an	07	
	(1-)	organization.	07	
	<b>(b)</b>	Discuss the essential requirements of strategic planning needed to keep a business progressive.	07	
		OR		
Q.5	(a)	Mention the objectives and steps in corporate planning	07	
	<b>(b)</b>	Discuss the nature and dimensions of corporate planning.	07	

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