

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BE - SEMESTER- V • EXAMINATION – WINTER 2016**

**Subject Code:150001****Date:22/11/2016****Subject Name: Management II****Time: 10:30AM – 01:00PM****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)** Differentiate Marketing from Selling and enumerate various marketing concepts in brief. **07**
- (b)** Write note: MBO.
- Q.2 (a)** Define Finance Management and enumerate objectives of financial management. **07**
- (b)** Write notes on concept of Work Cells and Computer Assigned Layout Planning. **07**
- OR**
- (b)** Define manpower planning Discuss importance and objectives of manpower planning. **07**
- Q.3 (a)** What is Management by Objective (MOB)? Discuss essentials of effective Management by Objective (MOB). **07**
- (b)** Describe factors affecting the plant location planning and explain difference between Process layout plant and product layout plant. **07**
- OR**
- Q.3 (a)** Discuss features, merits and demerits of Management by Objective (MOB) Process. **07**
- (b)** Explain Plant Layout planning procedure. **07**
- Q.4 (a)** List the activities that come under the ambit of Human Resource and enumerate Human Resource Planning process. **07**
- (b)** Write note: segmentation of business market. **07**
- OR**
- Q.4 (a)** Define Human Resource Management and differentiate recruitment from selection process. **07**
- (b)** Define Marketing and discuss the role of 4P in formulating marketing strategies. **07**
- Q.5 (a)** An ABC Co. Ltd, has given following information for current year. **07**
- (a) Fixed Cost= Rs. 22,00,000.
- (b) Variable cost = Rs. 100 per unit.
- (c) Estimated sales for current year = Rs. 55,00,000.
- (d) Sale price per unit = Rs. 300.
- Calculate:-
- (i) Break Even Point (BEP)
- (ii) Contribution and profit, if likely sales turnover in the next year is expected Rs. 50,00,000.
- (iii) Sales turnover if profit target is Rs. 20,00,000.
- (b)** What is demand forecasting? Explain various qualitative forecasting methods. **07**
- OR**
- Q.5 (a)** XYZ Co. Ltd, producing a bath soap, which selling price is Rs. 22/- per unit has a fixed cost equal to Rs. 95,000 and variable cost is Rs. 10.0 per unit. **07**
- Determine:-
- (i) Production to achieve Break Even Point (BEP)
- (ii) Production in no of soaps required to earn a profit of Rs. 20,000.
- (iii) Profit, if 50,000 unit are produced.
- (b)** Discuss emerging role of Finance Manager in any large size organization. **07**