Seat	No.: Enrolment No	
	GUJARAT TECHNOLOGICAL UNIVERSITY BE – SEMESTER V • EXAMINATION – WINTER - 2012	
Subject code: 150001 Date: 21-01-2013		
Tim	ject Name: Management - II ne: 02:30 pm to 05:00 pm Total Marks: 70 ructions: 1. Attempt all questions.	
	 Make suitable assumptions wherever necessary. Figures to the right indicate full marks. 	
Q.1	(a)Definemarketinganddiscusswhatismeantbysocietalmarketing(b)Explain marketing mix.Discuss the importance of price and Promotion in marketing.	07 07
Q.2	(a)What is market segmentation? Discuss the bases for market Segmentation.(b)What is demand forecasting?Discuss the objectives of Short term and long term forecasting.	07 07
	(b)Define demand forecasting. Discuss the various methods Of demand forecasting.	07
Q.3	(a)Identify the type's financial needs of a business and discuss the goals of financial management.	07
	(b)Discuss the traditional and the modern approach to the scope of financial management. OR	07
Q.3	(a)Discuss about the various financial functions to be performed by a finance manager.(b)Discuss how far the role of finance manager has emerged due to the change in economic environment in the world.	07 07
Q.4	(a)Define production management. Discuss the significance of Production management in enhancing efficiency.	07
	(b) Mention the factors influencing plant layout. Discuss the types of plant layout. OR	07
Q.4	(a)Define strategy.Discuss in brief about levels of strategy.(b) Defint a plant.What are the factors affecting location?	07 07

Q.5 (a) Discuss the objectives of human resource planning and mention the steps in HRP.

OR

Q.5 (a) Discuss the advantages of strategic management for an organization.

(b) What is meant by managing by objectives? Discuss its features.

What are the challenges of strategic management?

(b) What are the important sources of recruitment?

Discuss the important methods of recruitment.

07

07

07

07