Seat No.: Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V • EXAMINATION – WINTER • 2014

Date: 05-12-2014

Subject Code: 150001

Subject Name: Management-II

		ne: 10.30 am - 01.00 pm Total Marks: 70	
	Instr	 Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. 	
Q.1	(a) (b)	Explain in detail 4 P's of marketing mix. Describe a procedure suitable for employment in a large scale manufacturing industry.	07 07
Q.2	(a) (b)	Explain functions and objectives of human resource management. Explain the factors which affect the manpower planning. OR	07 07
	(b)	Explain as to how selection, training and placement of skilled workers should be done in a new manufacturing concern of large size.	07
Q.3	(a) (b)	Describe the role of financial management in a business. What is working capital? Explain in detail. OR	07 07
Q.3	(a) (b)	Explain different methods of raising finance. What is financial analysis? How it is done?	07 07
Q.4	(a)(b)	What is 'Ratio Analysis' and how it is useful in judging the financial performance of an industry? Distinguish fully between the product and the process layout of a shop. OR	07 07
Q.4	(a) (b)	Discuss the different principles of plant layout in the industry. What are the possible advantages of a scientific layout?	07 07
Q.5	(a) (b)	Define segmentation and explain consumer base of segmentation. Draw break even analysis diagram and explain all variables of diagram with assumptions.	07 07
Q.5	(a) (b)	OR What is strategy? Explain elements of strategic management. What is MBO? Explain process of MBO. ***********************************	07 07

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