

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V • EXAMINATION – WINTER • 2014

**Subject Code: 150001**

**Date: 05-12-2014**

**Subject Name: Management-II**

**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) Explain in detail 4 P's of marketing mix. **07**  
(b) Describe a procedure suitable for employment in a large scale manufacturing industry. **07**
- Q.2** (a) Explain functions and objectives of human resource management. **07**  
(b) Explain the factors which affect the manpower planning. **07**
- OR**
- (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) Describe the role of financial management in a business. **07**  
(b) What is working capital? Explain in detail. **07**
- OR**
- Q.3** (a) Explain different methods of raising finance. **07**  
(b) What is financial analysis? How it is done? **07**
- Q.4** (a) What is 'Ratio Analysis' and how it is useful in judging the financial performance of an industry? **07**  
(b) Distinguish fully between the product and the process layout of a shop. **07**
- OR**
- Q.4** (a) Discuss the different principles of plant layout in the industry. **07**  
(b) What are the possible advantages of a scientific layout? **07**
- Q.5** (a) Define segmentation and explain consumer base of segmentation. **07**  
(b) Draw break even analysis diagram and explain all variables of diagram with assumptions. **07**
- OR**
- Q.5** (a) What is strategy? Explain elements of strategic management. **07**  
(b) What is MBO? Explain process of MBO. **07**

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