

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-V EXAMINATION – WINTER 2015

Subject Code: 150001

Date: 10/12/2015

Subject Name: Management - II

Time: 10:30am to 1:00pm

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) Discuss the different concept of marketing in details. **07**
(b) Discuss consumer product and industrial product on the basis of market segmentation. **07**
- Q.2** (a) Discuss the role and objectives of financial management. **07**
(b) What is demand forecasting. state the objectives if forecasting. Discuss the any one method of forecasting in details. **07**
- OR**
- (b) Explain market test method of sales forecasting. **07**
- Q.3** (a) Discuss the factors effecting in the selection of plant location. **07**
(b) Discuss product and process lay out in details. **07**
- OR**
- Q.3** (a) Discuss break even analysis with its applications. **07**
(b) State the merits and demerits of product and process lay out. **07**
- Q.4** (a) Discuss the objectives of manpower planning. **07**
(b) Discuss manpower selection procedures for different skills. **07**
- OR**
- Q.4** (a) Discuss the objectives of human resource management. **07**
(b) Discuss the different sources of manpower recruitments. **07**
- Q.5** (a) Discuss management by objectives. **07**
(b) Describe the various levels of strategic management in details. **07**
- OR**
- Q.5** (a) Discuss strategic management with its different elements. **07**
(b) Discuss the merits and demerits of management by objective. **07**
