

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B.E. Sem-Vth Examination December 2010

Subject code: 150001

Subject Name: Management-II

Date: 11 /12 /2010

Time: 03.00 pm - 05.30 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) Define product, production and production management. 07
(b) State the benefits derived from effective production management. 07

- Q.2 (a) State the functions of production management department. 07
(b) Explain the different types of production systems. 07

OR

- (b) What is break even analysis? State the assumption in break even analysis. 07

- Q.3 (a) Define market research. State its objectives. 07
(b) Explain the concept of product life cycle. 07

OR

- Q.3 (a) Explain the functions of packaging. 07
(b) Explain the importance of demand forecasting. State the features of a good demand forecasting method. 07

- Q.4 (a) Explain the important functions of financial management. 07
(b) Explain the relationship of finance department with the other departments of a business. 07

OR

- Q.4 (a) Explain the role of various financial regulatory bodies. 07
(b) Explain the role of a finance manager. 07

- Q.5 (a) Define manpower resources planning. Explain the importance of manpower resources planning. 07

- (b) Explain the process of manpower planning 07

OR

- Q.5 (a) Explain the process of Management by Objectives. 07
(b) Define 'strategy'. Explain the importance of strategy. 07
