

GUJARAT TECHNOLOGICAL UNIVERSITY**B. E. Sem. - V - Examination – June- 2011****Subject code: 150001****Subject Name: Management-II****Date: 17/06/2011****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) Differentiate Marketing from Selling and enumerate various marketing concepts in brief. **07**
- (b) What is strategy as per Management by Objective (MOB)? Discuss various levels of strategy. **07**
- Q.2** (a) Define Finance Management and enumerate objectives of financial management. **07**
- (b) Write notes on concept of Work Cells and Computer Assigned Layout Planning. **07**
- OR**
- (b) Define manpower planning Discuss importance and objectives of manpower planning. **07**
- Q.3** (a) What is Management by Objective (MOB)? Discuss essentials of effective Management by Objective (MOB). **07**
- (b) Describe factors affecting the plant location planning and explain difference between Process layout plant and product layout plant. **07**
- OR**
- Q.3** (a) Discuss features, merits and demerits of Management by Objective (MOB) Process. **07**
- (b) Explain Plant Layout planning procedure. **07**
- Q.4** (a) List the activities that come under the ambit of Human Resource and enumerate Human Resource Planning process. **07**
- (b) Discuss various bases for segmentation of business market. **07**
- OR**
- Q.4** (a) Define Human Resource Management and differentiate recruitment from selection process. **07**
- (b) Define Marketing and discuss the role of 4P in formulating marketing strategies. **07**
- Q.5** (a) An ABC Co. Ltd, has given following information for current year. **07**
- (a) Fixed Cost= Rs. 12,00,000.
- (b) Variable cost = Rs. 50 per unit.
- (c) Estimated sales for current year = Rs. 50,00,000.
- (d) Sale price per unit = Rs. 200.
- Calculate:-
- (i) Break Even Point (BEP)
- (ii) Contribution and profit, if likely sales turnover in the next year is expected Rs. 45,00,000.
- (iii) Sales turnover if profit target is Rs. 15,00,000.
- (b) What is demand forecasting? Explain various qualitative forecasting methods. **07**
- OR**
- Q.5** (a) XYZ Co. Ltd, producing a bath soap, which selling price is Rs. 18/- per unit has a fixed cost equal to Rs. 75,000 and variable cost is Rs. 8.0 per unit. **07**
- Determine:-
- (i) Production to achieve Break Even Point (BEP)
- (ii) Production in no of soaps required to earn a profit of Rs. 15,000.
- (iii) Profit, if 40,000 unit are produced.
- (b) Discuss emerging role of Finance Manager in any large size organization. **07**