

GUJARAT TECHNOLOGICAL UNIVERSITY**B.E SEM-V Examination-Nov/Dec.-2011****Subject code: 150001****Date: 19/11/2011****Subject Name: Management-II****Time: 02.30 pm-05.00 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) Define segmentation and explain consumer base of segmentations. **07**

- Q.2** (a) Explain types of production lay- out with merits and demerits **07**
 (b) Draw Break Even Analysis diagram and explain all variables of diagram with assumption of Break Even Analysis. **07**

OR

- (b) A D.P company wants to calculate **07**
 (1) P/V Ratio.
 (2) BEP in Rs.
 (3) And fixed cost in Rs.

The company had following information

Sale price per unit	Rs.50
Variable cost per unit	Rs.30
Profit Per unit	Rs.5
No. of unit produce and sold	1000 units

- Q.3** (a) What is recruitment? States sources of recruitment. **07**
 (b) Explain stage of selection process **07**

OR

- Q.3** (a) Define demand forecasting and explain expert opinion method and time series analysis method. **07**
 (b) Explain concepts of marketing management **07**

- Q.4** (a) "profit maximization is objective of Financial Management"- explain it **07**
 (b) Explain function of finance manager **07**

OR

- Q.4** (a) Define financial management and explain scope of financial management. **07**

- Q.4** (b) What are the sources of finance for any organization? **07**

- Q.5** (a) What are the factors affecting plant location selection decision? **07**
 (b) Explain level of strategy. **07**

OR

- Q.5** (a) What is strategy? Explain elements of strategic management. **07**
 (b) What is MBO? Explain process of MBO **07**
