Seat No.:	Enrolment No
-----------	--------------

## GUJARAT TECHNOLOGICAL UNIVERSITY

	BE - SEMESTER-V- EXAMINATION – SUMMER 2016 ject Code: 150001 Date: 11/0	05/2016	
Subject Name: Management - II Time: 02:30 PM to 05:00 PM Instructions:		Total Marks: 70	
	<ol> <li>Attempt all questions.</li> <li>Make suitable assumptions wherever necessary.</li> <li>Figures to the right indicate full marks.</li> </ol>		
Q-1.	(a) Explain various function of Finance Manager in the company.	07	
	(b) Which are the important criteria for segmentation of market?	07	
Q-2.	(a) Define Demand Forecasting and discuss survey of Expert's opinion method force composite method.	and Sale	
	(b) Discuss emerging role of the Finance manager in India.	07	
	OR		
	(b) Discuss the importance of factors affecting Plant location in 21 <sup>st</sup> century.	07	
Q-3.	(a) Discuss the factors influencing Plant layout.	07	
	(b) Explain various managerial functions of Human Resources Management.	07	
	OR		
Q-3.	(a) Discuss various step involved in the Selection process. State advantages of I checks or Medical examination stage.	Reference 07	
	(b) Discuss the various assumptions in Break-even analysis.	07	
Q-4.	(a) Write notes on the following topics i) Objectives of Manpower planning	. 07	
	ii) Environmental factors of Recruitment program.		
	(b) Discuss the Product and Process layout in detail.	07	
	OR		
Q-4.	(a) Difference between Selling concept and Marketing concept.	07	
	(b) Explain the process of Management by Objectives. (MBO)	07	
Q-5.	(a) Discuss the various advantages of Strategic Management.	07	
	(b) Levels of Strategy – Explain.	07	
	OR		
Q-5.	(a) Discuss the goals of Finance Management.	07	
	(b) Four's P of Marketing Mix model. Explain.	07	