Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-V EXAMINATION - WINTER 2015

Su	bject	t Code: 150001 Date:10/12/2015	
	-	t Name: Management - II 10:30am to 1:00pm Total Marks: 70	
	tructio	ons: Attempt all questions. Make suitable assumptions wherever necessary.	
Q.1	(a) (b)	Discuss the different concept of marketing in details. Discuss consumer product and industrial product on the basis of market segmentation.	07 07
Q.2	(a) (b)	Discuss the role and objectives of financial management. What is demand forecasting.state the objectives if forecasting.Discuss the any one method of forecasting in details.	07 07
	(b)	OR Explain market test method of sales forecasting.	07
Q.3	(a) (b)	Discuss the factors effecting in the selection of plant location. Discuss product and process lay out in details. OR	07 07
Q.3	(a) (b)	Discuss break even analysis with its applications. State the merits and demerits of product and process lay out.	07 07
Q.4	(a) (b)	Discuss the objectives of manpower planning. Discuss manpower selection procedures for different skills. OR	07 07
Q.4	(a) (b)	Discuss the objectives of human resource management. Discuss the different sources of manpower recruitments.	07 07
Q.5	(a) (b)	Discuss management by objectives. Describe the various levels of strategic management in details. OR	07 07
Q.5	(a) (b)	Discuss strategic management with its different elements. Discuss the merits and demerits of management by objective.	07 07
