

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER– V(OLD) EXAMINATION – SUMMER 2019****Subject Code:150001****Date:03/06/2019****Subject Name:Management - II****Time:02:30 PM TO 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) What is Market Segmentation? Discuss in detail. **07**  
(b) State Different Marketing concepts. **07**
- Q.2** (a) Discuss the importance of Financial Planning. **07**  
(b) Critically explain Four P's of Marketing Mix. **07**
- OR**
- (b) Explain Demand forecasting. Define type and objectives of forecasting **07**
- Q.3** (a) What is Plant? Discuss factors affecting plant location. **07**  
(b) What is breakeven analysis? Elaborate different assumption in breakeven analysis. **07**
- OR**
- Q.3** (a) Discuss Factors affecting Plant layout and Different types of Plant layout. **07**  
(b) State Duties performed by Finance manager. **07**
- Q.4** (a) Define strategy. Discuss different levels of strategy. **07**  
(b) Write short notes on following. **07**  
1) Objectives of HRM  
2) Human Resource planning process
- OR**
- Q.4** (a) Discuss Significance of Finance in Business. **07**  
(b) State merits and demerits of product and process layout. **07**
- Q.5** (a) Discuss different criteria for segmenting customer market. **07**  
(b) What is Management by Objective? Discuss MBO in detail. **07**
- OR**
- Q.5** (a) What are the important sources of recruitment? Discuss the Methods of recruitment **07**  
(b) Distinguish between Strategic and Operational Planning **07**

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