

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-V (OLD) EXAMINATION – WINTER 2018****Subject Code:150001****Date: 20/11/2018****Subject Name: Management - II****Time: 10:30 AM TO 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) Briefly explain the concept of 4P's of marketing mix. **07**
(b) Explain various methods of demand forecasting for marketing demand. **07**
- Q.2** (a) Elaborate the role of finance in business. **07**
(b) Describe the relationship of financial management with economics and accounting. **07**
- OR**
- (b) What is financial management? Discuss the objectives of financial management. **07**
- Q.3** (a) With suitable example discuss the factors affecting plant location. **07**
(b) Differentiate product layout and process layout. **07**
- OR**
- Q.3** (a) Write a short note on: "Break Even Analysis" **07**
(b) State the different functions of a production management department. **07**
- Q.4** (a) Explain objectives and functions of HRM. **07**
(b) Explain the factors which affect the manpower planning. **07**
- OR**
- Q.4** (a) Explain recruitment, selection and placement in context with human resource management. **07**
(b) Explain the process of human resource planning. **07**
- Q.5** (a) What is strategic management? Elaborate the significance of strategy in an organization. **07**
(b) Distinguish between strategic and operational planning. **07**
- OR**
- Q.5** (a) What is strategy? Explain various elements of strategic management. **07**
(b) Describe the various levels of strategic management in details. **07**
