Enrollment No:	Exam Seat No:
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C.U.SHAH UNIVERSITY

Winter Examination-2015

Subject Name: Management Techniques

Subject Code: 4TE05MAT1 Branch: B.Tech (All)

Semester: 5 Date: 30/11/2015 Time: 2:30 To 5:30 Marks: 70

Instructions:

- (1) Use of Programmable calculator & any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

Q-1		Attempt the following questions:	(14)
	a)	Principle of Unity of Command means	1
		A. Unity of directions	
		B. To receive orders from one officer only	
		C. A fixed place for every person	
		D. Proper delegation to subordinates	
	b)	Father of Management is	1
	·	A. Henry Fayol	
		B. Koontz o' Donnel	
		C. Fredrick Winslow Taylor	
		D. Luther Gullik	
	c)	Management is getting things done through	1
		A. managers	
		B. workers	
		C. administrators	
		D all the above	
	d)	Marketing creates for goods and services	1
		A. customer	
		B. demand	
		C. business	
		D. competition	
	e)	Marketing starts with identification of needs.	1
		A. Consumer	
		B. Goods	
		C. Seller	
		D. Manufacturer	
	f)	CPM Stands for	1
		A Critical path method	
		B Construction per method	
		C Consumer price measure	
		D Critical path method	





	g)	Financial Management is mainly concerned with	1
		A. arrangement of funds	
		B. all aspects of acquiring and utilizing financial resources for firms activities	
		C. efficient Management of every business	
		D. profit maximization	
	h)	Placing right person in the right job is called as	1
		A. recruiting	
		B. staffing	
		C. hiring	
		D. transfer	
	i)	is the Japanese word which means continuous improvement over	1
		improvement.	
		A. Kaizen	
		B. Poke yoke	
		C. Deming Wheel	
		D. Pareto analysis	
	j)	JIT was developed by	1
	•	A. Ford	
		B. Toyota motor company	
		C. Hyundai	
		D. Tata motors	
	k)	The Copyright Act tends to the rights of the creators.	1
		A. Cease	
		B. Protect.	
		C. Infringe	
		D. Suppress	
	1)	Which of the following is not an inventory?	1
	,	A Machines	
		B Raw Material	
		C Finished Products	
		D Consumable tools	
	m)	EOQ is the order quantity that over our planning horizon.	1
		A Minimize total ordering cost	
		B Minimize total carrying cot	
		C Minimize total inventory cost	
		D The required safety stock	
	n)	Elements of marketing mix are	1
	11)	A Product, Price, Programme & Place	•
		B Product, Price, Place & Promotion	
		C Production, Place Price & Programme	
		D Promotion, Process, Place & Plan	
		D I Tomoton, I Toeoss, I lace & I lan	
Attem	npt any f	our questions from Q-2 to Q-8	
Q-2		Attempt all questions	(14)
	1	Explain in detail the levels of Management.	07



	2	detail	U/
Q-3		Attempt all questions	(14)
QJ	1	Write a detail note on role of Financial Manager.	07
	2	What id plant location? Explain in detail about various factors affecting Plant	07
	_	location.	0.
Q-4		Attempt all questions	(14)
	1	An 'XYZ' Co ltd has given the information which are as follows	07
		Fixed cost= Rs 40000	
		Variable cost= Rs 2 per unit	
		Selling price= Rs 10 per unit	
		Calculate:	
		1 Break even in units and sales	
		2 Profit when sales are Rs 1,00,000	
		3 Sales when it is desirable to earn profit of Rs.30,000	
	2	Define Recruitment. State the sources of Recruitment.	07
Q-5		Attempt all questions	(14)
	1	Write a note on Economic order quantity with diagram.	07
	2	What do you mean by TQM? Explain the concept of TQM.	07
Q-6		Attempt all questions	(14)
	1	What do you mean by patent? What can be patented?	07
	2	Differentiate between Product Layout and Process Layout.	07
Q-7		Attempt all questions	(14)
	1	Write a note on Marketing mix with the help of Examples. (4P's)	07
	2	Explain the different functions of Management.	07
Q-8		Attempt all questions	(14)
	1	Explain in detail various steps involved in Purchasing.	07
	2	Define quality control. Write notes on quality circle.	07

