

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.
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- 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 improvement. 1
 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
- l) 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
 A Product,Price,Programme & Place
 B Product, Price, Place & Promotion
 C Production, Place Price & Programme
 D Promotion,Process,Place & Plan

Attempt any four questions from Q-2 to Q-8

Q-2 **Attempt all questions** **(14)**
1 Explain in detail the levels of Management. **07**



	2	What is demand forecasting? Explain any 3 methods of Demand Forecasting in detail	07
Q-3		Attempt all questions	(14)
	1	Write a detail note on role of Financial Manager.	07
	2	What is plant location? Explain in detail about various factors affecting Plant location.	07
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

