

# 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 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
<b>Q-3</b>		<b>Attempt all questions</b>	<b>(14)</b>
	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
<b>Q-4</b>		<b>Attempt all questions</b>	<b>(14)</b>
	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
<b>Q-5</b>		<b>Attempt all questions</b>	<b>(14)</b>
	1	Write a note on Economic order quantity with diagram.	07
	2	What do you mean by TQM? Explain the concept of TQM.	07
<b>Q-6</b>		<b>Attempt all questions</b>	<b>(14)</b>
	1	What do you mean by patent? What can be patented?	07
	2	Differentiate between Product Layout and Process Layout.	07
<b>Q-7</b>		<b>Attempt all questions</b>	<b>(14)</b>
	1	Write a note on Marketing mix with the help of Examples. (4P's)	07
	2	Explain the different functions of Management.	07
<b>Q-8</b>		<b>Attempt all questions</b>	<b>(14)</b>
	1	Explain in detail various steps involved in Purchasing.	07
	2	Define quality control. Write notes on quality circle.	07

