

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2016

Subject Name : Management Techniques

Subject Code : 4TE05MAT1

Branch: B.Tech(All)

Semester : 5

Date : 18/04/2016

Time : 02:30 To 05:30

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) Which is not a department in business? 01
- A. Marketing
 - B. Finance
 - C. Top level Management
 - D. Production
- b) What does 'P' Stand for in POSDCoRB? 01
- A. Planning
 - B. Production
 - C. Programmes
 - D. Policy
- c) Who is known as the Father of Management? 01
- A. Henry Fayol
 - B. Fredrick Taylor
 - C. Peter Drucker
 - D. Adam Smith
- d) Who gave the 14 Principles of Management? 01
- A. Henry Fayol
 - B. Fredrick Taylor
 - C. Peter Drucker
 - D. Adam Smith
- e) The statement showing income and expenditure of future is known as 01
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- A. Policy
 - B. Budget



- C. Control
D. Inventory
- f) What is Inventory? 01
 A. Stock
 B. Policies
 C. Vision
 D. Mission
- g) Which is not a level of Management? 01
 A. Middle level
 B. Top level
 C. Finance department
 D. Bottom level
- h) Management is an Art 01
 A. True
 B. False
- i) Controlling is not possible without? 01
 A. Planning
 B. Budgeting
 C. Staffing
 D. Co-ordinating
- j) Recruiting right person at the right time at right place is _____ 01
 A. Co-ordinating
 B. Planning
 C. Staffing
 D. Organizing
- k) Which of the following is not a method of Demand Forecasting? 01
 A. Market Test Method
 B. ABC Analysis
 C. Survey of Buyer's opinion
 D. Composite of Sales Force
- l) What are the Four P's? 01
 A. Policy, Place, Price, Promotion
 B. Product, Place, Price, Program
 C. Product, Place, Price, Promotion
 D. Product, Plan, Promotion, Price
- m) What is not the role of Finance Manager? 01
 A. Recruiting People
 B. Obtaining Funds
 C. Employing Funds
 D. Controlling the flow of money
- n) What is the role of Production Manager? 01
 A. Impart Training
 B. Motivate
 C. Production Control



D. Compensation and Remuneration

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

Q-2	Attempt all questions	(14)
a.	Explain the 14 Principles of Management as suggested by Henry Fayol.	07
b.	What is demand forecasting? Explain any 2 methods of Demand Forecasting.	07
Q-3	Attempt all questions	(14)
a.	Explain in detail about various factors affecting Plant location.	07
b.	Explain the process of Selection.	07
Q-4	Attempt all questions	(14)
a.	Write a note on functions of Management.	07
b.	Write a note on Marketing Mix using examples.	07
Q-5	Attempt all questions	(14)
a.	Define Finance Management and explain the scope for the same.	05
b.	Write a detailed note on Concepts of Marketing Management.	05
c.	What is Inventory Management? Explain.	04
Q-6	Attempt all questions	(14)
a.	Explain in detail the levels of Management.	07
b.	Differentiate between Product Layout and Process Layout.	07
Q-7	Attempt all questions	(14)
a.	Explain in detail basis of Segmentation.	07
b.	Define Human Resource Management and state the Objectives / Features for the same.	07
Q-8	Attempt all questions	(14)
a.	Explain in detail the objectives of Financial Management.	05
b.	Write a detailed note on types of Selection Tests.	05
c.	Write a note on ABC analysis.	04

