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.

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' Stands 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	0.1
	d)	Who gave the 14 Principles of Management?	01
		A. Henry Fayol	
		B. Fredrick Taylor	
		C. Peter Drucker	
	`	D. Adam Smith	0.1
	e)	The statement showing income and expenditure of future is known as	01
		A. Policy	
		B. Budget	



	C. Control	
	D. Inventory	
c	What is Inventory?	01
f)	What is Inventory? A. Stock	01
	B. Policies	
	C. Vision	
	D. Mission	
a)	Which is not a level of Management?	01
g)	A. Middle level	01
	B. Top level	
	C. Finance department D. Bottom level	
h)	Management is an Art	01
h)	A. True	01
	B. False	
i)	Controlling is not possible without?	01
1)	A. Planning	01
	B. Budgeting	
	C. Staffing	
	D. Co-ordinating	
j)	Recruiting right person at the right time at right place is	01
J)	A. Co-ordinating	01
	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

