

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Winter Examination-2018

**Subject Name :** Management Techniques

**Subject Code :** 4TE05MAT1

**Branch:** B.Tech (All)

**Semester :** 5     **Date :** 26/11/2018

**Time :** 10:30 To 01:30

**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) Services are \_\_\_\_\_ in Nature.     **01**  
A. Tangible  
B. Intangible
- b) Human skills are needed more at \_\_\_\_\_.     **01**  
A. Top  
B. Middle  
C. Bottom  
D. None of the above
- c) Grievance Handling is the task of \_\_\_\_\_.     **01**  
A. Human Resource Manager  
B. Financial Manager  
C. Quality Assurance Control Unit  
D. Marketing Manager
- d) CPM stands for \_\_\_\_\_.     **01**  
A. Cumulative Progress Measure  
B. Critical Path Method  
C. Control and Progress Mechanism  
D. Cost Per Metre
- e) "Management is an Art but however not science".     **01**  
A. True  
B. False
- f) Which level is responsible for bridging the gap between Higher Authorities and workers?     **01**  
A. Top  
B. Middle  
C. Bottom  
D. None of the above
- g) Providing return on Investment is the work of \_\_\_\_\_.     **01**  
A. Marketing Manager  
B. Production Manager



- C. Financial Manager  
D. Human Resource Manager.
- h) \_\_\_\_\_ is the known as the Father of Management. 01  
A. Fredrick Taylor  
B. Henry Fayol  
C. Peter Drucker  
D. Luther Gulick
- i) The flow of opinions and suggestions amongst different levels of Management is 01  
\_\_\_\_\_.  
A. Upwards  
B. Downwards  
C. Both Ways  
D. None of the above.
- j) 4P's is also known as \_\_\_\_\_ 01  
A. Product Lifecycle  
B. Parallel Pricing  
C. Marketing Mix  
D. Price Discrimination
- k) \_\_\_\_\_ is not a part of Inventory. 01  
A. Semi Finished Goods  
B. Finished Goods  
C. Machinery  
D. Consumables
- l) \_\_\_\_\_ is responsible for the success of the Organization. 01  
A. Employees  
B. Top level  
C. Both of these  
D. None of these.
- m) In marketing, \_\_\_\_\_ is the focal Point. 01  
A. Sales  
B. Adverting  
C. Profit  
D. All of these
- n) Technical skills are needed more at \_\_\_\_\_ level. 01  
A. Top  
B. Middle  
C. Bottom  
D. All of these

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

**Q-2 Attempt all questions (14)**

- a. Explain any two methods of Demand Forecasting in detail. 07  
b. Elaborate the Factors affecting Selection of site / Plant Location. 07

**Q-3 Attempt all questions (14)**

- a. Explain the method of ABC Technique in detail. 07  
b. Write a note on 4P's. 07



