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.

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	f)	Which level is responsible for bridging the gap between Higher Authorities and	01
		workers?	
		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	
	1)	is responsible for the success of the Organization.	01
	1)	A. Employees	01
		B. Top level	
		C. Both of these	
		D. None of these.	
	m)		01
	111)	A. Sales	01
		B. Adverting	
		C. Profit	
		D. All of these	
	n)		01
	n)	Technical skills are needed more at level.	01
		A. Top B. Middle	
		C. Bottom	
A 44	.4 4	D. All of these	
	pt any 1	Cour 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
0.2		Attompt all avections	(1.4)
Q-3		Attempt all questions Explain the method of ABC Technique in detail	(14)
	a.	Explain the method of ABC Technique in detail.	07
	b.	Write a note on 4P's.	07



Q-4		Attempt all questions	(14)
	a.	Describe the functions of Financial Manager in detail.	07
	b.	State various Sources of Recruitment and explain the same.	07
Q-5		Attempt all questions	(14)
	a.	Diagrammatically represent the Selection Process and explain the same.	07
	b.	Differentiate between Product Layout and Process Layout.	07
Q-6		Attempt all questions	(14)
	a.	Explain all 14 Principles of Management in detail.	14
Q-7		Attempt all questions	(14)
	a.	Explain Economic Order Quantity in detail.	07
	b.	State all four basis of Segmentation and explain the same giving examples.	07
Q-8		Attempt all questions	(14)
~	a.	Differentiate between Management and Administration.	07
	b.	State the fullform of POSDCoRB and explain any three in detail.	07

