

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



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

