

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



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

