Enrollment No:	Exam Seat No:

C. U. SHAH UNIVERSITY

Winter Examination-2019

Subject Name: Management Techniques

Subject Code: 4TE05MAT1 Branch: B.Tech (All)

Semester: 5 Date: 14/11/2019 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) Name different levels of management	1
	ŀ	State two points in favor of 'management as a science'	1
	(Name any two methods of demand forecasting	1
	(State the meaning of marketing	1
		What is the meaning of financial management?	1
	f	·	1
	ç	State any two advantages of selecting city area as plant location	1
	-) State the meaning of BEP	1
	i	Name any two sources of internal recruitment	1
	j) What is the full name of EOQ ?	1
	Ì	Name any two levels in material management	1
	l	State the names of any three IPRs	1
	1	n) Explain the meaning of 6 sigma	1
	1) State the meaning geographical indicator with example	1
Atter	npt a	ny four questions from Q-2 to Q-8	
Q-2		Attempt all questions	(14)
Q- <u>2</u>	a	Explain various steps in purchasing	7
	a b	Short note: ABC analysis	7
Q-3	U	Attempt all questions	(14)
Q-3	0	Name the items which are not patentable	7
	a b	State the difference between CPM and PERT	7
Q-4	U	Attempt all questions	(14)
Ų-Ŧ	a	Discuss various types of selection tests	7
	b b	Explain the external sources of recruitment with advantages and	7
	U	disadvantages	,
Q-5		Attempt all questions	(14)
Q-3	a	Explain in brief different factors affecting plant location	7
	a b	IF Selling price per unit is Rs. 12, Variable cost per unit is Rs.7, Fixed	7
	U	if beining price per unit is its. 12, variable cost per unit is its. 7, 1 ixed	Page 1 of 2



Cost is Rs. 1, 50,000. Find out Contribution per unit, PV Ratio, BEP in Rs. & units and sales in units required to earn profit of Rs. 50,000.

Q-6	Attempt all questions	(14)
a	State the objectives of financial management	7
b	State different finance functions	7
Q-7	Attempt all questions	(14)
a	Explain different concepts of marketing in brief	7
b	Discuss various functions of marketing	7
Q-8	Attempt all questions	(14)
a	Explain 14 principles of management of Henry Fayol in brief	7
b	Discuss various functions of management	7

