<b>Enrollment No:</b>	Exam Seat No:

## C. U. SHAH UNIVERSITY

## **Summer Examination-2020**

**Subject Name: Management Techniques** 

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

Semester: 5 Date: 24/02/2020 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)
	<b>a</b> )	State the meaning of top level management	1
	<b>b</b> )	State two points in favor of 'Management as an art'	1
	<b>c</b> )	What is the meaning of demand forecasting?	1
	d)	Name any two concepts of marketing	1
	e)	State any two objectives of financial management	1
	f)	Explain product layout in brief	1
	g)	State any two advantages of selecting rural area as plant location	1
	h)	State the formula of BEP	1
	i)	Name any two sources of external recruitment	1
	j)	What is the meaning of EOQ?	1
	<b>k</b> )	What is the full name of JIT?	1
	1)	State any one item for which copyright can be taken	1
	m	State the meaning of 6 sigma	1
	n)	State the meaning trade secret	1
Atter	npt an	y four questions from Q-2 to Q-8	
Q-2		Attempt all questions	(14)
	a	State the objectives of inventory management	7
	b	Explain various functions of purchase department	7
Q-3		Attempt all questions	(14)
	a	Describe patent application process	7
	b	Explain quality and quality circle in brief	7
Q-4		Attempt all questions	(14)
	a	Discuss the process of selection in brief	7
	b	Explain the internal sources of recruitment with advantages and disadvantages	7
Q-5		Attempt all questions	(14)
•	a	State characteristics of production management	7
	b	Explain the concept of BEP with imaginary figures	7
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Q-6	Attempt all questions	(14)
a	State the scope of financial management	7
b	Describe the role of finance manager	7
Q-7	Attempt all questions	(14)
a	Discuss four P's in marketing	7
b	Write Short note on Methods of demand forecasting	7
Q-8	Attempt all questions	(14)
a	Explain scientific management theory by F.W.Taylor in brief	7
b	Discuss POSDCORB	7

