

# 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.

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**Q-1 Attempt the following questions: (14)**

- |    |  |   |
|----|--|---|
| a) | State the meaning of top level management                          | 1 |
| b) | State two points in favor of 'Management as an art'                | 1 |
| c) | 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 |
| k) | What is the full name of JIT ?                                     | 1 |
| l) | 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 |

**Attempt any 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 |



<b>Q-6</b>	<b>Attempt all questions</b>	<b>(14)</b>
<b>a</b>	State the scope of financial management	<b>7</b>
<b>b</b>	Describe the role of finance manager	<b>7</b>
<b>Q-7</b>	<b>Attempt all questions</b>	<b>(14)</b>
<b>a</b>	Discuss four P's in marketing	<b>7</b>
<b>b</b>	Write Short note on Methods of demand forecasting	<b>7</b>
<b>Q-8</b>	<b>Attempt all questions</b>	<b>(14)</b>
<b>a</b>	Explain scientific management theory by F.W.Taylor in brief	<b>7</b>
<b>b</b>	Discuss POSDCORB	<b>7</b>

