Enrollment No: _____ Exam Seat No: _____ C. U. SHAH UNIVERSITY Winter Examination-2021

Subject Name: Management Techniques

Subje	ect Cod	e: 4TE05MAT1 Branch: B.Tech (All)	Branch: B.Tech (All)		
Semester: 5 Date: 14/12 Instructions:		Date: 14/12/2021 Time: 11:00 To 02:00	Marks: 70		
(1 (2 (3) Use 2) Instr 3) Drav	of Programmable calculator & any other electronic instrument is pro- uctions written on main answer book are strictly to be obeyed. v neat diagrams and figures (if necessary) at right places. ume suitable data if needed.	bhibited.		
Q-1		Attempt the following questions:	(14)		
	a)	State the meaning of BEP	1		
	b)	Name the full form of POSDCORB	1		
	c)	Who has given scientific management theory?	1		
	d)	Name 4 Ps in marketing	1		
	e)	State the meaning of product layout in brief	1		
	f)	State any three objectives of finance management	1		
	g)	Name the steps in the process of manpower planning	1		
	h)	What is the full name of JIT and ERP?	1		
	i)	Explain in brief the meaning of ABC analysis	1		
	j)	Explain quality circle and quality assurance in brief	1		
		State the full form of TQM	1		
	l)	State the full form of GATT and TRIPS	l 1		
	,	Name different levels of management	1		
Atten		State the meaning of variable cost four questions from Q-2 to Q-8	1		
Q-2		Attempt all questions	(14)		
÷	a	Explain any four intellectual property rights in brief with examples			
	b	Discuss any two case studies related to intellectual property rights	7		
Q-3		Attempt all questions	(14)		
	a	Explain in brief Kaizen, 5 'S', & 6 Sigma	7		
	b	Short note : CPM and PERT	7		
Q-4		Attempt all questions	(14)		
	a	'There are different methods of demand forecasting'. Explain then			
	b	Discuss different concepts in marketing	7		
Q-5		Attempt all questions	(14)		
	a	Explain purchase procedure in detail	7		
0 (b	Discuss the role of finance manager	7		
Q-6		Attempt all questions	(14)		
	a	Mr. X a HR manager wants to appoint an Engineer in the company			
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		describe the selection procedure for the same with various selection tests which can be taken.					
	b	Mr. X wants to know different sources of internal and external					
		recruitment. State such sources.					
Q-7	-7 Attempt all questions						
	a	'There are various factors which affects plant location'. Explain such factors Name 14 principles of management					
	b						
Q-8		Attempt all questions					
	a	Year	Sales(Rs.)	Total Costs(Rs.)	7		
		2020	22,23,000	19,83,600			
		2021	24,51,000	21,43,200			
		Find out (a) Profit when sales are Rs. 18,50,000 (b) BEP (c) Fixed cost and (d) PV Ratio					
	b						
	Variable Cost Rs. 3,00,000						

Find out BEP in units and sales in units to earn profit of Rs.1,00,000

