

C. U. SHAH UNIVERSITY

Winter Examination-2021

Subject Name: Management Techniques

Subject Code: 4TE05MAT1

Branch: B.Tech (All)

Semester: 5

Date: 14/12/2021

Time: 11:00 To 02:00

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) 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 |
| | k) State the full form of TQM | 1 |
| | l) State the full form of GATT and TRIPS | 1 |
| | m) Name different levels of management | 1 |
| | n) State the meaning of variable cost | 1 |

Attempt any four questions from Q-2 to Q-8

Q-2 Attempt all questions (14)

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|--|--|---|
| | a Explain any four intellectual property rights in brief with examples | 7 |
| | b Discuss any two case studies related to intellectual property rights | 7 |

Q-3 Attempt all questions (14)

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|--|---|---|
| | a Explain in brief Kaizen, 5 'S', & 6 Sigma | 7 |
| | b Short note : CPM and PERT | 7 |

Q-4 Attempt all questions (14)

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|--|---|---|
| | a 'There are different methods of demand forecasting'. Explain them | 7 |
| | b Discuss different concepts in marketing | 7 |

Q-5 Attempt all questions (14)

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|--|--|---|
| | a Explain purchase procedure in detail | 7 |
| | b Discuss the role of finance manager | 7 |

Q-6 Attempt all questions (14)

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|--|--|---|
| | a Mr. X a HR manager wants to appoint an Engineer in the company | 7 |
|--|--|---|



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. 7

Q-7 **Attempt all questions** **(14)**

a 'There are various factors which affects plant location'. Explain such factors 7

b Name 14 principles of management 7

Q-8 **Attempt all questions** **(14)**

a 7

Year	Sales(Rs.)	Total Costs(Rs.)
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 Fixed cost Rs. 1,50,000 7

Sales Rs. 5,00,000(Units sold 20,000)

Variable Cost Rs. 3,00,000

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

