

Enrollment No: _____

Exam Seat No: _____

C. U. SHAH UNIVERSITY

Summer Examination-2022

Subject Name: Management Techniques

Subject Code: 4TE05MAT1

Branch: B.Tech (All)

Semester: 5

Date: 21/04/2022

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 formula of BEP	1
	b) Name the full form of 'D' in POSDCORB	1
	c) Which theory is given by Taylor ?	1
	d) Name any 4 methods in demand forecasting	1
	e) State the meaning of process layout in brief	1
	f) State any three scope of finance management	1
	g) State the meaning of manpower planning	1
	h) What is the full name of CPM and PERT ?	1
	i) State the full form of ABC analysis	1
	j) Explain quality assurance in brief	1
	k) State the meaning of TQM	1
	l) What is the meaning of GATT ?	1
	m) Name any two persons involved in top level of management	1
	n) State the meaning of semi variable cost	1

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

Q-2	Attempt all questions	(14)
	a Explain copyright and trademark with example in brief	7
	b Discuss the case of neem tree and basmati rice in brief	7
Q-3	Attempt all questions	(14)
	a Explain in brief quality and quality circle	7
	b Short note : Six sigma	7
Q-4	Attempt all questions	(14)
	a Explain 4 Ps of marketing	7
	b Explain in brief selling and marketing concepts in marketing	7
Q-5	Attempt all questions	(14)
	a Discuss various purchase techniques	7
	b Explain the objectives of finance management	7



Q-6	Attempt all questions	(14)
a	Describe the process of man power planning	7
b	State the meaning of recruitment and selection	7
Q-7	Attempt all questions	(14)
a	Short note : Product layout	7
b	Discuss the scientific management theory	7
Q-8	Attempt all questions	(14)
	Fixed cost Rs. 2,50,000	
	Sales Rs. 10,00,000(Units sold 10,000)	14
	Variable Cost Rs. 6,00,000	
	Find out :BEP in units, BEP Rs., PV Ratio, Contribution Per Unit, sales in units to earn profit of Rs.2,00,000, profit or loss at a sales of 20,000 units and margin of safety in units at a sale of 30,000 units.	

