

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

B.E. Sem-V<sup>th</sup> Examination December 2010

Subject code: 150001

Subject Name: Management-II

Date: 11 /12 /2010

Time: 03.00 pm - 05.30 pm

Total Marks: 70

## Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Define product, production and production management. 07  
(b) State the benefits derived from effective production management. 07
- Q.2** (a) State the functions of production management department. 07  
(b) Explain the different types of production systems. 07
- OR**
- (b) What is break even analysis? State the assumption in break even analysis. 07
- Q.3** (a) Define market research. State its objectives. 07  
(b) Explain the concept of product life cycle. 07
- OR**
- Q.3** (a) Explain the functions of packaging. 07  
(b) Explain the importance of demand forecasting. State the features of a good demand forecasting method. 07
- Q.4** (a) Explain the important functions of financial management. 07  
(b) Explain the relationship of finance department with the other departments of a business. 07
- OR**
- Q.4** (a) Explain the role of various financial regulatory bodies. 07  
(b) Explain the role of a finance manager. 07
- Q.5** (a) Define manpower resources planning. Explain the importance of manpower resources planning. 07  
(b) Explain the process of manpower planning. 07
- OR**
- Q.5** (a) Explain the process of Management by Objectives. 07  
(b) Define 'strategy'. Explain the importance of strategy. 07

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