

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER- IV(NEW) EXAMINATION – SUMMER 2023

Subject Code:3142007

Date:07-07-2023

Subject Name:Elements of Business Management

Time:10:30 AM TO 01:00 PM

Total Marks:70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

		MARKS
Q.1*	(a) Differentiate: Management and Administration	03
	(b) What are the characteristics of management? Discuss.	04
	(c) Explain Maslow's theory of Hierarchy of needs with neat diagram.	07
Q.2	(a) What do you understand by depreciation? How its effects are given to the books of account?	03
	(b) Briefly Discuss: Management by Objectives (MBO)	04
	(c) Lis out the different functions of Management. Explain each function briefly.	07
	OR	
	(c) Discuss roles and responsibilities of managers considering their hierarchy in the organization.	07
Q.3	(a) Discuss the contribution of Gilberths in development of scientific management.	03
	(b) What are the different types of costs associated with production? Explain.	04
	(c) Discuss Fayol's 14 principles briefly.	07
	OR	
Q.3	(a) How ratio analysis enables the investor in selecting the business for investment? Discuss.	03
	(b) Differentiate: Recruitment and Selection.	04
	(c) Explain 4 P's of Marketing in detail.	07
Q.4	(a) Explain the concept of market segmentation for finding the potential customers.	03
	(b) How important the financial management is for any organization? Discuss briefly.	04
	(c) What is the significance of demand forecasting? Explain any three quantitative methods of demand forecasting.	07
	OR	
Q.4	(a) List out the functions of finance management.	03
	(b) Differentiate: Plant layout and product layout	04
	(c) How demand of the product and supply of the product fixes the price in the competitive market? Explain with diagram.	07
Q.5	(a) Briefly explain the concept of corporate Social Responsibility (CSR) for every organization.	03
	(b) Differentiate: Balance sheet and Profit and Loss account.	04
	(c) What are the different types of elasticity? Discuss all types of the same.	07

OR

- Q.5 (a) Differentiate: Microeconomics and Macroeconomics. 03
(b) What is oligopoly market? Explain. 04
(c) An XYZ co. Ltd. has given following information for current year. 07
- Sales price per unit = Rs. 60
 - Sales volume = 1500
 - Variable Cost per unit = Rs. 40
 - Profit per unit = Rs. 12

Calculate:

- (i) P/V ratio
- (ii) Fixed Cost
- (iii) Break Even Point (BEP)
