

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER– IV(NEW) EXAMINATION – SUMMER 2023****Subject Code:3142307****Date:07-07-2023****Subject Name:Industrial Management in Plastic Industries****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) List the points of difference between Entrepreneur and Manager.	03
	(b) What is management? List the characteristics of management.	04
	(c) Explain the factors influencing the selection of location of an enterprise	07
Q.2	(a) List the points of difference between Management and Administration.	03
	(b) Define Working Capital? Discuss briefly the significance of working Capital.	04
	(c) What are attributes for sound Principles of Management.? List Federick Taylor's four Principles of Management.	07
	OR	
	(c) Write a short note on the functions of management.	07
Q.3	(a) What is the difference between Selling and Marketing.	03
	(b) Which are aspects necessary for deciding a plant layout.	04
	(c) Write a short note on Product Inspection.	07
	OR	
Q.3	(a) What is inventory?What are the forms of inventories?	03
	(b) What is Quality Control? Explain the importance of Quality control.	04
	(c) Enlist and explain the characteristics of successful entrepreneur.	07
Q.4	(a) Explain the benefits of holding inventories?	03
	(b) Write a short note on Clean Technology for Small Scale Enterprise objectives of the scheme.	04
	(c) List and explain briefly the factor's determining requirements of working capital.	07
	OR	
Q.4	(a) What is training? List the objectives of training	03
	(b) Explain the objectives of inventory management.	04
	(c) Which are the four P's of marketing? Explain the importance of Branding for a Product.	07

- Q.5** (a) What is an Entrepreneur? List and explain the types of Entrepreneurs based on the Clarence Danhof Classification **03**
- (b) Explain the is an Operating cycle of Working capital ? Discuss the three phases of an Operating cycle. **04**
- (c) Write a short note on the common selection procedures used for recruitment. **07**

OR

- Q.5** (a) How is Marketing important to Business, Consumers and Society? **03**
- (b) List the points of difference between ISO 9000 and TQM. **04**
- (c) Write a short note on the methods of training for employees in a small scale enterprise.. **07**
