

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-II-EXAMINATION- SUMMER-2024

Subject Code: 1529507**Date: 14/06/2024****Subject Name: Functions of Management - 2****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

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

Q. No.	Question Text and Description	Marks
Q.1	Define following terms and exemplify if required. (a) Cloud Computing (b) Internet of things (c) E-commerce (d) Material Requirement Planning (MRP) (e) Total Quality Management (TQM) (f) M-Commerce (g) Hacking	14
Q.2	(a) Elaborate on growth and trends of IT Sector in India. How Fintech and Insurtech companies have changed the operations and sales of Banks and Insurance companies.	07
	(b) What are managerial challenges related to use and establishment of information technology and systems? How Enterprise Resources Planning (ERP) or industry specific software or apps can make things easier for implementation of planning and coordination of organizations.	07
	OR	
	(b) Which are features, selection criteria, merits and issues related to Enterprise Resources Planning (ERP)? How for institutions like a hospital or a college can ERP be useful?	07
Q.3	(a) Which are different measures/ solutions for the problem of Cyber Security Threat?	07
	(b) Which are different types of plant layout?	07
	OR	
Q.3	(a) Explain project management and project scheduling by using PERT and CPM with illustration.	07
	(b) Elaborate on Aggregate Production Planning (APP) and exemplify rough cut capacity planning.	07
Q.4	(a) Explain different types of process design with its merits and demerits.	07
	(b) What is product design? Elaborate on types of products and designing exemplifying for FMCG.	07

OR

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| Q.4 | (a) | Explain Data visualization. | 07 |
| | (b) | Explain demand and capacity for a service organization exemplifying restaurant operations. | 07 |

Q.5 **CASE STUDY:**

A manufacturer of computer peripheral devices: 'ESTABLISH' was looking to improve its balance sheet and P & L by reducing inventory and the associated carrying costs, while improving customer service. The products required to support different customer channels varied from expensive long-lead time engineered systems to relatively low-value standalone units that supported personal computers. The company needed to completely revamp its inventory, manufacturing and product support policies, procedures and practices to reflect the dramatic and fast changes to its product line.

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| | (a) | What would the impact be on profit from the disposal of obsolete inventory in order to improve the balance sheet? | 07 |
| | (b) | How do we institute a program to prevent the buildup of obsolete inventories by disposing of slow movers on a regular basis? | 07 |

OR

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| Q.5 | (a) | What are your suggestions for "Establish" company? | 07 |
| | (b) | What problems would they face changing inventory system? | 07 |
