

GUJARAT TECHNOLOGICAL UNIVERSITY
Bachelor of Engineering - SEMESTER - IV EXAMINATION - SUMMER 2025

Subject Code: 3142007

Date: 08-05-2025

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.**

Q.1 (a) Explain the role of manager in brief. **03**

(b) Define the terms: (i) Organization (ii) Management (iii) Administration (iv) Staffing **04**

(c) What is the use of Maslow's theory of Hierarchy of needs in management? **07**

Q.2 (a) Demonstrate the elements of marketing mix **03**

(b) What is market segmentation? List the factors to be considered for evaluating it. **04**

(c) Define demand forecasting. List qualitative methods of it and show any one with suitable example in brief **07**

OR

(c) Show the sample profit and loss statement of a company of your choice with hypothetical figures **07**

Q.3 (a) Analyze the inventories to be considered as assets or liabilities in the balance sheet. **03**

(b) Write a short note on: Group Technology **04**

(c) Name various types of plant layouts and explain any one with neat sketch **07**

OR

(a) Enumerate financial ratios under following category and comment on them; (i) Liquidity (ii) Profitability (iii) Turnover **03**

(b) Write a short note on: Corporate Social Responsibility **04**

(c) List the different factors affecting plant layout and explain any two in brief **07**

- Q.4 (a)** Select the use of employee appraisal **03**
- (b)** Compare the economics in terms of Wealth, Welfare, Scarcity, and Growth **04**
- (c)** Organize the factors on which the availability of labour depends for production **07**

OR

- (a)** Classify the functions of production, planning and control **03**
- (b)** Illustrate the use of break-even analysis in business **04**
- (c)** Identify and discuss the effect of following on production process with suitable example; (i) capital (ii) Entrepreneurship **07**
- Q.5 (a)** Differentiate between job and batch production **03**
- (b)** Categorize the types of elasticity **04**
- (c)** Interpret the following two condition with illustration; **07**
1. When demand changing and supply remain constant
 2. When supply changes and demand remain constant

OR

- (a)** Distinguish between recruitment and selection **03**
- (b)** Compare perfect competition and monopoly in market **04**
- (c)** Justify the relationship between short run marginal cost and marginal product labour using graphical presentation **07**
