

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-IV EXAMINATION – SUMMER 2025

Subject Code:3142307

Date:08-05-2025

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) Differentiate between Management and Administration.	03
(b) List the characteristics of management.	04
(c) Define management. Explain five basic functions of Management.	07
Q.2 (a) Define working capital. Explain working capital operating cycle.	03
(b) Differentiate between an Entrepreneur and a Manager.	04
(c) Explain TQM process in Small-Scale Enterprise.	07
OR	
(c) List Henri Fayol's fourteen principles of management and explain them.	07
Q.3 (a) Discuss three major motives for holding inventories.	03
(b) Differentiate between ISO 9000 and TQM.	04
(c) Explain various sources of working capital finance.	07
OR	
Q.3 (a) Discuss various benefits of holding inventories.	03
(b) List the aspects necessary for deciding a plant layout.	04
(c) What is Recruitment? Explain the sources of recruitment in small scale enterprise.	07
Q.4 (a) Give difference between Selling and Marketing.	03
(b) List and explain the characteristics of successful entrepreneur.	04
(c) Explain various factors that influence the selection of the Plant location of an enterprise.	07
OR	
Q.4 (a) Explain problems of marketing of small enterprises.	03
(b) Discuss promotional tools available for marketing management.	04
(c) List the 4P's of Marketing Mix. Explain about product in detail.	07
Q.5 (a) Define Ordering cost and carrying cost. Give equation for EOQ.	03
(b) Discuss methods of training available to employees in small scale enterprises.	04
(c) List and explain the common selection procedures used for a job in small-scale enterprises.	07
OR	
Q.5 (a) Define training. Give objective of training.	03
(b) Classify distribution channels in marketing management and discuss in brief.	04
(c) Describe the types of entrepreneurs.	07
