

GUJARAT TECHNOLOGICAL UNIVERSITY

BE- SEMESTER-IV (NEW) EXAMINATION – WINTER 2024

Subject Code:3142007

Date:19-11-2024

Subject Name: Elements of Business Management

Time:02:30 PM TO 05:00 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 Micro & Macro Economics.	03
	(b) What are the advantages of Corporate Objectives?	04
	(c) Who is considered the Father of Scientific Management and what are the elements of Scientific Management?	07
Q.2	(a) What is mean by Financial Management?	03
	(b) What are the objectives of Demand Forecasting?	04
	(c) What is the concept of Recruitment?	07
	OR	
	(c) Explain Group Technology with example.	07
Q.3	(a) What is Ratio Analysis?	03
	(b) Explain Abraham Maslow's hierarchy of needs theory.	04
	(c) Explain the difference between short and long run costs.	07
	OR	
Q.3	(a) Define Management.	03
	(b) What is Break Even Analysis?	04
	(c) Explain CSR.	07
Q.4	(a) Define Marketing.	03
	(b) Differentiate between Job, Batch and Flow production.	04
	(c) Describe factor affecting Plant Location.	07
	OR	
Q.4	(a) Explain fully the concept of 'Price Elasticity of Demand'.	03
	(b) What is law of Diminishing Marginal Utility?	04
	(c) Explain Innovation Theory of Profit.	07
Q.5	(a) Define the Term - Routing, Scheduling, Dispatching.	03
	(b) Difference between a Monopoly and an Oligopoly.	
	(c) Give the classification of Market on the basis of Degree of Competition.	07
	OR	
Q.5	(a) Define Business Ethics.	03
	(b) What is Production, Planning & Control?	04
	(c) Explain Fixed cost, Variable cost, Total cost, Average cost, Marginal cost, Opportunity cost.	07
