

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- SEMESTER-IV (NEW) EXAMINATION – WINTER 2024****Subject Code:3142307****Date:19-11-2024****Subject Name: Industrial Management in Plastic Industries****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) Define working capital. Explain working capital operating cycle.	03
	(b) Define Management. List various characteristics of Management.	04
	(c) List Henri Fayol's fourteen principles of management and Explain them.	07
Q.2	(a) Differentiate between Management and Administration.	03
	(b) Give advantages of proper plant layout and causes of improper plant layout.	04
	(c) Explain five basic functions of Management in detail.	07
	OR	
	(c) Discuss sources of recruitment in industry.	07
Q.3	(a) Discuss various benefits of holding inventories.	03
	(b) Differentiate between Entrepreneur and Manager.	04
	(c) Explain common selection procedure used in small scale enterprises.	07
	OR	
Q.3	(a) Explain the objectives of inventory management.	03
	(b) Classify distribution channels in marketing management and discuss in brief.	04
	(c) Explain various sources of working capital finance.	07
Q.4	(a) List various important aspects while deciding the plant layout.	03
	(b) Explain Gross working capital and Net working capital.	04
	(c) Discuss in brief about the 4P's of Marketing Mix.	07
	OR	
Q.4	(a) Distinguish between marketing and selling.	03
	(b) Differentiate between ISO 9000 and TQM.	04
	(c) Discuss methods of training available to employees in small scale enterprises.	07
Q.5	(a) Give three models of inventory management. Discuss EOQ model in brief.	03
	(b) List and discuss various motives for holding inventories.	04
	(c) Explain various factors that influence the selection of the Plant location of an enterprise.	07
	OR	
Q.5	(a) Define inventory. What are the forms of inventories?	03
	(b) What is training? List the objectives of training.	04
	(c) List and explain the characteristics of successful entrepreneur.	07
