

Enrollment No./Seat No.:

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

Subject Code: 3142007

Date: 13-11-2025

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) Define: 1. Economy 2. Economics 3. Management.	03
(b) What are the advantages of Corporate Objectives ?	04
(c) What is the use of Maslow's theory of Hierarchy of needs in management ?	07
Q.2 (a) Briefly discuss management by objectives.	03
(b) What are the characteristics of management ? Discuss.	04
(c) Explain Planning, Directing and Controlling functions of Management.	07
OR	
(c) Discuss role and responsibility of manager considering their hierarchy in the organization.	07
Q.3 (a) Demonstrate the elements of marketing mix.	03
(b) What is market segmentation? List the factors to be considered for evaluating it.	04
(c) What is significance of demand forecasting? Explain any three quantitative methods of demand forecasting.	07
OR	
(a) What is Ratio Analysis ?	03
(b) Explain the difference between short and long run costs.	04
(c) Show the sample profit and loss statement of a company of your choice with hypothetical figures.	07
Q.4 (a) Differentiate between Job, Batch and Flow production.	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) Define the Term - Routing, Scheduling, Dispatching.	03
(b) Write a short note on: Corporate Social Responsibility.	04

- (c) Define recruitment and explain the sources of recruitment. 07
- Q.5** (a) Differentiate between Micro & Macro Economics. 03
- (b) Categorize the types of elasticity. 04
- (c) Justify the relationship between short run marginal cost and marginal product labour using graphical presentation. 07

OR

- (a) Define Business Ethics. 03
- (b) Compare perfect competition and monopoly in market. 04
- (c) Explain Fixed cost, Variable cost, Total cost, Average cost, Marginal cost, Opportunity cost. 07
