

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- SEMESTER-IV EXAMINATION – WINTER 2025****Subject Code:3142307****Date:13-11-2025****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

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| Q.1 | (a) Differentiate between Management and Administration. | 03 |
| | (b) Define Management. List various characteristics of Management. | 04 |
| | (c) List five basic functions of management and Explain them in brief. | 07 |
| Q.2 | (a) Distinguish between marketing and selling. | 03 |
| | (b) Classify distribution channels in marketing management and discuss in brief. | 04 |
| | (c) List and explain various sources of working capital finance. | 07 |
| | OR | |
| | (c) Discuss in brief about the 4P's of Marketing Mix. | 07 |
| Q.3 | (a) Explain Gross working capital and Net working capital. | 03 |
| | (b) Differentiate between ISO 9000 and TQM. | 04 |
| | (c) List Henri Fayol's fourteen principles of management. | 07 |
| | OR | |
| Q.3 | (a) Give objectives of training in industry. | 03 |
| | (b) List and discuss various motives for holding inventories. | 04 |
| | (c) Discuss two sources of recruitment in industry. | 07 |
| Q.4 | (a) Explain Ordering cost and Carrying cost in inventory management. | 03 |
| | (b) Explain Product Inspection to ensure the quality of product produced. | 04 |
| | (c) Discuss important characteristics of successful entrepreneurs. | 07 |
| | OR | |
| Q.4 | (a) List and Discuss concept of marketing in brief. | 03 |
| | (b) Define working Capital. Discuss working capital operating cycle. | 04 |
| | (c) Discuss the factors decide the location of an industry. | 07 |
| Q.5 | (a) Differentiate between Entrepreneur and Manager. | 03 |
| | (b) Discuss methods of training available to employees in small scale enterprises. | 04 |
| | (c) Give functions of packaging along with its advantages and criticism in marketing management. | 07 |
| | OR | |
| Q.5 | (a) Give three models of inventory management. Discuss EOQ model in brief. | 03 |
| | (b) Give importance of Management. | 04 |
| | (c) Discuss TQM process in small scale enterprises. | 07 |
