



SE-8251

B. E. - III (Sem - V) Examination

May / June - 2011

Management - II

Time : Hours]

[Total Marks : 75

Instructions :

(1)

नीचे दशावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="B. E. - III (Sem - V)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Management - 2"/>	<input type="text"/>
Subject Code No. : <input type="text" value="8"/> <input type="text" value="2"/> <input type="text" value="5"/> <input type="text" value="1"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	<input type="text"/>
Student's Signature	

(2) Attempt all questions.

(3) Figures on right shows full marks of the questions..

1 Explain 4p's of marketing mise in detail. 15

OR

Define market segmentation and Industrial base segmentation.

2 What are the objective of financial management and role of financial manager. 15

OR

Explain function of finance.

3 Explain Break even analysis diagram and limitation of BEP. 15

OR

Discuss factors fiffecting plant location.

4 Explain process of selection with suitable example. **15**

**OR**

Explain various sources of recruitment.

5 Write short notes. (any **three**) **15**

- (i) MBO
  - (ii) Product layout
  - (iii) Sarvey of buyer's intention
  - (iv) Levels of strategy.
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