

VITHALBHAI PATEL & RAJRATNA P.T. PATEL SCIENCE COLLEGE

VALLABH VIDHYA NAGAR

T.Y. B.Sc. SEM: 6

PRELIMINARY EXAMINATION

DATE: 09/03/2019

SUB: MANAGEMENT, COSTING & PLAN DESIGN

TIME: 10:00AM TO 12:00 NOON

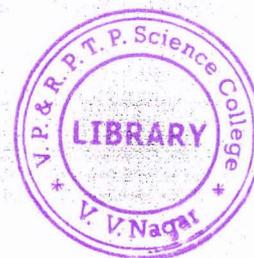
SUB CODE: US06CICH04

TOTAL MARKS: 50

Q.1 M.C.Q [All Are Compulsory]

[08]

1. The task of arranging money for a business to achieve its objective is called ..... management.  
(a) Marketing (b) Finance  
(c) Sales (d) All of above
2. The reduction in the value due to physical deterioration, technological advancement, economic changes, etc. is called.....  
(a) Depletion (b) Salvage value  
(c) Depreciation (d) Service life
3. The formulae of selling price(S) is..... F=fixed expense, V=variable expense=profit  
(a)  $S = F+V+P$  (b)  $F = S+V+P$   
(c)  $V = S+F+P$  (d) None of above
4. The set of marketing tools that form uses to pursue its marketing objective is called  
(a) Marketing tools mix (b) Marketing set  
(c) Both a & b (d) Marketing mix
5. The process of determining "How Much to Order" is called as?  
(a) Economic order quantity (b) Order quantity  
(c) Caring quantity (d) None of above
6. What is the formulae for calculation order size (Q)?  
(a)  $Q = 2AO/C$  (b)  $Q = \sqrt{2AO/C}$   
(c)  $Q = \sqrt{C/2AO}$  (d)  $Q = C/2AO$
7. Identify factor effecting choice of process from given below.....  
(a) Cost estimation (b) No. Of engineer required  
(c) Both a & b (d) None of above
8. Identify the objective of project development of chemical plant from below.....  
(a) To decrease the production (b) To revamping and modernizing existing plant  
(c) To stop business (d) None of above.



Q2 Answer the following in short. (Attempt Five, each two marks)

[10]

1. Define financial management and explain the role of finance manager.
2. Explain the terms Salvage value, Service life.
3. Explain the terms: Needs, Wants, and Demands.
4. Define marketing mix and which the pillars of marketing are.
5. What are the primary factors considered in plant location?
6. Enlist the direct factors and indirect factors in plant location.
7. Explain semi commercial plant study.
8. Enlist different types of reactors with suitable examples.

Q.3 Define financial management and explain in brief about sources of long-term business purpose.

[08]

OR

Q.3 Explain types of interests and method of calculating them.

[08]

Q.4 Discuss the marketing pricing policy in short.

[08]

OR

Q.4 Explain & discuss the core concepts of marketing management.

[08]

Q.5 Discuss the needs and objectives of inventory management.

[08]

OR

Q.5 Give full explanation on the factors involved in project cost estimation.

[08]

Q.6 Explain the logical evolution of a process.

[08]

OR

Q.6 Discuss & explain the selection of materials in plant.

[08]