



Name :

Roll No. :

Invigilator's Signature :

**CS/B.Tech(BME)/SEM-7/HU-702/2009-10
2009**

INDUSTRIAL MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Full form of ABC analysis is
 - a) already beautifully controlled
 - b) always better control
 - c) already being controlled
 - d) none of these.
- ii) Among the following which one is not a Cost of Conformance ?
 - a) Prevention cost
 - b) Appraisal cost
 - c) Failure cost
 - d) None of these.
- iii) Judging a person totally by past records is known as
 - a) actual effect
 - b) desired effect
 - c) halo effect
 - d) none of these.



- iv) Recruitment & selection is the duty of
 - a) Production Department
 - b) Human Resource Department
 - c) Marketing Department
 - d) none of these.
- v) Kaizen is word originating from
 - a) Japan
 - b) China
 - c) Korea
 - d) none of these.
- vi) EOQ stands for
 - a) Easily obtainable quality
 - b) Easily obtainable quantity
 - c) Economic order quantity
 - d) none of these.
- vii) According to Maslow which one is the highest level need ?
 - a) Esteem or status need
 - b) Affiliation or acceptance need
 - c) Self actualization need
 - d) None of these.
- viii) Among the following which one is not a component of a Marketing Mix ?
 - a) Product
 - b) Place
 - c) Promotion
 - d) Profit.
- ix) In a B.C.G. Matrix it is advantageous to be dog if one is a
 - a) Market leader
 - b) Market challenger
 - c) Market follower
 - d) Market nicher.
- x) Among the following which one is not the characteristic of a service ?
 - a) Intangible
 - b) Inseparable
 - c) Indispensable
 - d) None of these.



- xi) Six sigma is a
- a) Statistical measure b) General measure
c) Mathematical measure d) none of these.
- xii) If there is a mismatch between the demand and supply in case of a service, how can we take care of this factor as service is perishable in nature ?
- a) Micro Marketing b) Macro Marketing
c) Synchro Marketing d) None of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

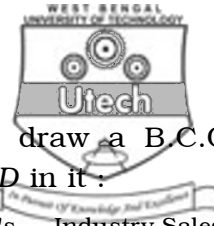
2. Define the concept of performance appraisal. Give example.
3. How do you explain motivation ? Is there any relation between motivation and incentives ?
4. State the main functions of production management.
5. State the difference between recruitment and selection.
6. Enumerate the advantages and disadvantages of Total Quality Management (TQM).

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Explain briefly about Maslow's Needs Hierarchy theory. Mention the difference between lower order needs and higher order needs. $10 + 5$
8. a) Draw a picture of B.C.G matrix and explain the picture.
b) What are the advantages and disadvantages of B.C.G matrix ?



c) On the basis of the following figures, draw a B.C.G matrix and show the position of A, B, C, D in it :

Units	Sales	Market Leader's	Market Challenger's	Industry Sales
		Sales	Sales Last Year	Current Year
A	80 lakhs	40 lakhs	200 lakhs	210 lakhs
B	20 lakhs	30 lakhs	100 lakhs	115 lakhs
C	40 lakhs	80 lakhs	150 lakhs	180 lakhs
D	10 lakhs	40 lakhs	50 lakhs	55 lakhs

3 + 5 + 7

9. a) Define inventory control.
 b) State the main objectives of inventory control.
 c) Discuss about selective inventory control. 2 + 5 + 8

10. a) State the difference between control charts for variable and control charts for attributes.
 b) To ease the control function, a manufacturer would like to make a control chart for the number of mounting bracket hole discrepancies in the power supply chasis of a medical instrument. Ten samples of size 100 have been taken and the discrepancies are as follows :

Sample No.	Number of errors	Sample No.	Number of errors
1	3	6	7
2	14	7	2
3	8	8	9
4	2	9	3
5	6	10	1

Construct the control chart. Is the process under control ? 5 + 10

11. Write short notes on any *two* of the following : $2 \times 7 \frac{1}{2}$

- a) Collective Bargaining
 b) ERG Theory
 c) Staistical Quality Control
 d) SWOT analysis.