## INDUSTRIAL MANAGEMENT (SEMESTER - 8)

CS/B.TECH(CSE/IT/ICE/EE/EEE/EIE(O)/CT)/SEN  1	M-8/HU-80	02/09		C U	O <sub>O</sub> ledh		<b>₽</b>	
2 Reg. No.		$\Box$				$\frac{1}{1}$		
Signature of the Officer-in-Charge  Roll No. of the Candidate								
CS/B.TECH(CSE/IT/ICE/EE ENGINEERING & MANAGEM INDUSTRIAL MANAGE	MENT EX	KAMINA	ATION	IS, API	RIL – 20	009	)	
Time: 3 Hours]					]	Full N	/larks	s : 70
<ol> <li>INSTRUCTIONS TO THE CANDIDATES:</li> <li>This Booklet is a Question-cum-Answer Book concerned subject commence from Page No.</li> <li>The Group - A Questions are of Multi-</li> </ol>	. 3.					_		

- In **Group A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided against each question.
  - b) For Groups - B & C you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of Group - B are Short answer type. Questions of Group - C are Long answer type. Write on both sides of the paper.
- 3. Fill in your Roll No. in the box provided as in your Admit Card before answering the questions.
- 4. Read the instructions given inside carefully before answering.
- 5. You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- You should return the booklet to the invigilator at the end of the examination and should not take any 8. page of this booklet with you outside the examination hall, which will lead to disqualification.
- 9 Rough work, if necessary is to be done in this booklet only and cross it through.

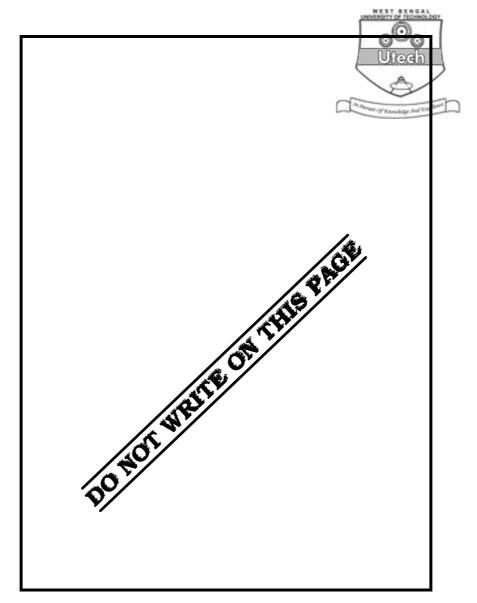
### No additional sheets are to be used and no loose paper will be provided

#### FOR OFFICE USE / EVALUATION ONLY Marks Obtained Group - A Group - B Group - C **Question** Total Examiner's Number Marks Signature Marks Obtained

Head-Examiner/Co-Ordinator/Scrutineer

8824 (21/04)







### **ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL - 2009**

# INDUSTRIAL MANAGEME

**SEMESTER - 8** 

Time: 3 Hours] [ Full Marks: 70

#### **GROUP - A**

			( Multiple Choice Type Questions )	
1.	Cho	ose the	e correct answer for any ten of the following:	10 × 1 = 10
	i)	The	objective of Marketing Management is	
		a)	to increase profite	
		b)	to increase sales volume	
		c)	to increase customer's satisfaction	
		d)	none of these.	
	ii)	Cont	trol chart for variables is	
		a)	Fraction Defective Chart ( $p$ -chart )	
		b)	Range Chart ( R-chart )	
		c)	Number of Defects Chart ( c-chart )	
		d)	None of these.	
	iii)	Unde	er Selective Inventory Control, VED analysis defines VED as	
		a)	Value, Engineering and Design	
		b)	Vital, Essential and Desirable	
		c)	Volume, Economy and Demand	
		d)	None of these.	
	iv)	Fina	ncial Management deals with	
		a)	satisfying the needs of the customers	
		b)	procurement and utilization of funds	
		c)	training and development of the employees	
		d)	designing user friendly products.	

v)	Acco	ording to Maslow's Need Hierarch	hy, the	e last level of needs includes	
	a)	Esteem needs	b)	Needs for foods, clothing &	shelter
	c)	Need for self actualization	d)	Social needs.	
vi)	Esse	ential element of TQM is		A Annual Of Executing 2nd Excilines	
	a)	Meeting customers' requiremen	nts		
	b)	Continuous improvement			
	c)	Empowerment of employees			
	d)	All of these.			
vii)	Prod	uctivity means			
	a)	increase in output keeping inp	ut unc	changed	
	b)	increase in output increasing in	nput		
	c)	decrease in output decreasing	input		
	d)	none of these.			
viii)	EOG	) is a particular order size at wh	ich		
	a)	carrying costs become minimu	m		
	b)	crdering costs become minimu	m		
	c)	total inventory costs become m	inimu	m	
	d)	all of these costs are minimum	l <b>.</b>		
ix)	FSN	analysis is required to control			
	a)	Quality of the product	b)	Inventory	
	c)	Industrial disputes	d)	All of these.	
x)	In c	ommunicatin, barriers arisen	from	the linguistic capacity of th	ne parties
	invo	lved are called as			
	a)	Emotional barriers	b)	Semantic barriers	
	c)	Organizational barriers	d)	Personal barriers.	

xi) Inherent capacity which an organization can use to gain strategic advantages over its competitors is known as its

a) Strength

b) Opportunity

c) Stability

d) All of these.

xii) The fourteen principles of management are given by

a) F. W. Taylor

b) Elton Mayo

c) Henry Fayol

d) Peter Drucker.

# GROUP – B ( Short Answer Type Questions )

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. Differentiate between Recruitment and Selection.
- 3. State the concept of six sigma.
- 4. How is Selling different from Marketing?
- 5. Highlight the communication process.
- 6. Write down the basic roles and functions of management.

#### GROUP - C

#### (Long Answer Type Questions)

Answer any three questions.

 $3 \times 15 = 45$ 

- 7. a) State the main objectives of Trade Union.
  - b) Briefly discuss the functions of Trade Union.

7 + 8

- 8. a) How is Maslow's theory related to ERG Theory?
  - b) Highlight the main criticisms of Herzberg theory.

10 + 5

9. a) A company uses 2000 units per annum of special studs in the manufacture of its products. The studs are procured from a local manufacturer at a basic priece of Rs. 10 each. The procurement cost per order is Rs. 20 and inventory-carrying cost is 20%. The supplier offers following discount on the basic price for order quantities of:

Order Quantity	Discount
400 - 799	2%
800 - 1599	4%
1600 & above	6%

What quantity should be ordered to optimize cost?

b) What are the two costs associated with inventory management?

12 + 3



10. a) Classify the items into *A*, *B* and *C* categories :

Item	Annual consumption	Price per unit
Description	( Units )	(Rs.)
1	3,000	200
2	6,000	20
3	200	500
4	200	12.50
5	350	9
6	6,000	25
7	4,000	10
8	3,000	7

- b) Derive the basic formula for Economic Order Quantity for model without shortage. 10 + 5
- 11. a) What are the different types of production system?
  - b) How does production planning differ from production control?
  - c) State the functions of production planning.

4 + 5 + 6

12. Write notes on any *two* of the following :

 $2 \times 7\frac{1}{2}$ 

- a) Total Quality Management
- b) Performance Appraisal
- c) VED Analysis of inventory contol
- d) BCG Matrix.

**END**