



Name :
Roll No. :
Invigilator's Signature :

CS/B.Tech (ECE-OLD)/SEM-6/HU-601/2013

2013

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 the following : $10 \times 1 = 10$

- i) Who is the father of scientific management ?
 - a) H. fayol
 - b) F. W. Taylor
 - c) Elton Mayo
 - d) None of them.
- ii) How many principals are there in management ?
 - a) 10
 - b) 4
 - c) 9
 - d) none of these.
- iii) Staffing refers to
 - a) HRM
 - b) HRP
 - c) HRD
 - d) None of these.
- iv) Planning is
 - a) future oriented
 - b) past oriented
 - c) present oriented
 - d) none of these.



- v) Which one of the following is an exceptional motivating factor ?
- a) Punishment b) Promotion
- c) Increase in salaries d) None of these.
- vi) The members of a group work together to achieve goal.
- a) individual b) group
- c) common d) none of these.
- vii) Which one is not the element of marketing mix ?
- a) Product b) Price
- c) Place d) Pacing
- viii) EOQ means
- a) excess order quantity
- b) economic order quantity
- c) exempted order quantity
- d) none of these.
- ix) A budget that consists of a series of budgets for different levels of activity is known as
- a) fixed budget b) flexible budget
- c) master budget d) none of these.
- x) Which one is not the component of working capital ?
- a) Closing inventory b) Sundry debtors
- c) Sundry creditors d) Investment.



GROUP – B

(Short Answer Type Questions)

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

2. Explain the terms effectiveness, efficiency and productivity.
3. Write a short note on Maslow's Hierarchy.
4. Give a brief account on Henry Fayol's contribution in management.
5. Classify different levels of management with example.
6. Training is a part of development. Discuss.

GROUP – C

(Long Answer Type Questions)

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

7. What are the 5 functions of management ? Explain briefly the 5 functions of management.
8. Write down the importance of planning and planning process. What do you mean by formal and informal organization ? Explain with an organization's hierarchy.
9. Define trade union. Discuss the function of trade union. Give the reason for failure of TU movement.
10. Write short notes on any *three* of the following :
 - a) Maslow's theory of motivation
 - b) Delegation of authority
 - c) Controlling
 - d) Objectives of marketing management.

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11. What is 'Human Resource Management' ? Discuss the importance and scope of human resource management. Distinguish between HRM and Personnel management.
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