



Name :

Roll No. :

Invigilator's Signature :

CS/B.Tech (BME)/SEM-7/HU-702/2010-11
2010-11
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.*

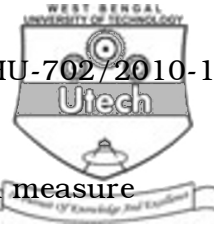
GROUP – A
(Multiple Choice Type Questions)

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) Korea
 - c) China
 - 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) Amount 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.

GROUP – B

(Short Answer Type Questions)

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

2. Briefly discuss the main characteristics of Production Management.
3. How do you analyze performance appraisal ?
4. How do incentives influence motivation ? Give example.
5. Why is quality important in any organization ? Give example.
6. Define marketing. Distinguish between marketing and selling.

GROUP – C

(Long Answer Type Questions)

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

7. a) Draw a picture of B.C.G matrix and explain the picture. 3
- b) State the advantages and disadvantages of B.C.G. matrix. 2 + 3
- c) On the basis of the following figures, draw B.C.G. matrix and show the position of A, B, C, D in it : 7

Units Sales	Market Leader's	Market Challengers'	Industry Sales
Sales	Sales	Last Year	Current Year
A 80 lakh 80 lakh	40 lakh	200 lakh	210 lakh
B 20 lakh 40 lakh	30 lakh	100 lakh	115 lakh
C 40 lakh 80 lakh	60 lakh	150 lakh	180 lakh
D 10 lakh 40 lakh	20 lakh	50 lakh	55 lakh



8. a) State the various purpose of inventory. 2
- b) For materials management with fixed quantity model, show how the total inventory cost depends on holding cost, ordering cost, annual cost of items. 5
- c) Find the economic order quantity and the reorder point, given the following data :
- Annual demand = 1000 units ;
- Ordering cost = Rs. 5 per order ;
- Holding cost = Rs. 1.25 per unit per year ;
- Lead time = 5 days ;
- Cost per unit = Rs. 12.50.
- Also compute the total cost. 8
9. In marketing management, what do you mean by SWOT analysis ? What is an environmental threat ? Discuss briefly about the different marketing environments. 2 + 5 + 8
10. a) What do you mean by collective bargaining ? 2
- b) Mention the key steps in the process of collective bargaining. 7
- c) Discuss the prerequisites for the success of collective bargaining. 6
11. Write short notes on any *two* of the following : $2 \times 7 \frac{1}{2}$
- a) Maslow's Needs Hierarchy Theory
- b) ERG Theory
- c) ABC Analysis
- d) Industrial Relations.
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