Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/B.Tech/BME/SEM-7/HU-702/2012-13

2012
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
(Objective Type Questions)

1. Answer any *ten* questions very briefly :   10 × 1 = 10

   i) What is the difference between recruitment and selection ?

   ii) What is the basic responsibility of Human Resource Department ?

   iii) What is the difference between marketing and selling ?

   iv) What are the principal components of inventory cost ?

   v) What is process control in quality management ?

   vi) What do you mean by selective perception ?

   vii) What is the difference between production and productivity ?

   viii) What do you mean by cost of quality ?

   ix) What for dimensions of quality are used ?

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x) In material management, when is VED analysis used ?

xi) What do you mean by F-S-N analysis ?

xii) What is the basis of Human Relation Theory of Elton Mayo ?

xiii) What are the three groups of needs of ERG theory ?

GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 × 5 = 15

2. What is performance appraisal ? Discuss briefly the process of performance appraisal through human resource accounting method.

3. Define motivation. How do incentives influence motivation ? What is Herzberg's two factor theory ? Why is the reliability of Herzberg's methodology questioned ?

4. What is quality circle ? What are the basic steps commonly used for quality circle ? Following are the percentage of loss of chemicals in a medicine manufacturing factory :

Sl No.	Reasons	Percentage of Loss
1	Man	42
2	Machine	17
3	Method	33
4	Material	8

Draw Pareto diagram and Fish-bone diagram based on the aforesaid data.

5. What are the functions of production management ? What are the three types of production systems ? Discuss briefly about the characteristics of the production systems.

6. The following items are carried in a firm's inventory and have the indicated annual money usage. How would you group them into an ABC classification ? What percentage falls in each category ?

Item No.	Annual Usage Rs.	Item No.	Annual Usage Rs.
1	1,200	8	3,700
2	37,000	9	92,000
3	32,000	10	28,000
4	1,08,000	11	8,300
5	65,000	12	11,000
6	14,000	13	18,000
7	19,000	14	29,000

GROUP – C
(Long Answer Type Questions)
Answer any *three* of the following.   3 × 15 = 45

7. What is collective bargaining ? What are the key steps in the collective bargaining process ? What are the prerequisites for the success of collective bargaining ?

8. Discuss briefly about Maslow's Needs Hierarchy theory. What are the differences between lower order needs and higher order needs ? Why has Maslow's need theory received wide recognition ?

9. a) What is the difference between control charts for variable and control charts for attributes ?

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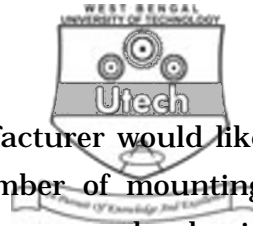
b) To ease the control function, a manufacturer would like to make a control chart for the number of mounting bracket hole discrepancies in the power supply chasis of a medical instrument. Ten samples of size 100 have been taken and the discrepancies are as follows :

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 ?

10. a) What are the various purposes of inventory ?

b) For materials management with fixed quantity model show how the total inventory cost depends on holding cost, ordering cost, annual cost of items.

c) Find the economic order quantity and the reorder point, from the given 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.

Compute also the total cost.

11. In marketing management, what do you mean by SWOT analysis ? What is an environmental threat ? Discuss briefly about the different marketing environments.

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