



Name :

Roll No. :

Invigilator's Signature :

CS/B.TECH (ECE-NEW)/SEM-6/HU-601/2011

2011

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 answer for any *ten* of the following :

10 × 1 = 10

- i) Who is known as the "Father of Administrative Management" ?
- a) F. W. Taylor
 - b) Elton Mayo
 - c) Henri Fayol
 - d) Federick Harbision.
- ii) Which one is not an element of Marketing Mix ?
- a) Product
 - b) Place
 - c) Price
 - d) Packing.



- iii) EOQ means
- a) Excess Order Quantity
 - b) Economic Order Quantity
 - c) Exempted Order Quantity
 - d) none of these.
- iv) Industrial Dispute Act was passed in
- a) 1947
 - b) 1957
 - c) 1967
 - d) 1977.
- v) In a period of rising prices, which inventory pricing method would tend to produce a higher cost of goods sold ?
- a) DIFO
 - b) FIFO
 - c) HIFO
 - d) NIFO.
- vi) Financial management deals with
- a) satisfying the needs of customer
 - b) procurement and utilization of fund
 - c) training & development of employees
 - d) designing user-friendly products.



- vii) Theory X & Theory Y are propounded by
- a) William G. Quchi
 - b) Dr. Abraham Maslow
 - c) Febrick F. Herzberg
 - d) Douglas McGreer.
- viii) "Bharatiya Majdoor Sangh" is affiliated by
- a) BJP
 - b) CPI-M
 - c) Congress
 - d) Janta Dal.
- ix) When authority flows from the top executive to lower level of employees, it is known as
- a) Line Organization
 - b) Staff Organization
 - c) Project Organization
 - d) Matrix Organization.
- x) 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.
- xi) Which one is not a component of working capital ?
- a) Closing Inventory
 - b) Sundry Debtors
 - c) Sundry Creditors
 - d) Investment.



xii) Contribution is the difference between

- a) Sales & Fixed cost
- b) Sales & Variable cost
- c) Sales & Cost of goods sold
- d) none of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

$$3 \times 5 = 15$$

- 2. State how authority and responsibility are interrelated.
- 3. Discuss the importance of Collective Bargaining.
- 4. Define TQM. What are its essential elements ?
- 5. Define the concept of BCG Matrix approach.
- 6. In a soap manufacturing company, selling price of soap is Rs. 1.20 each. Variable cost is incurred Rs. 0.60 in each and fixed cost is Rs. 40,000 per year.

Calculate the i) P/V Ratio

ii) Break-Even Sales.



GROUP – C

(Long Answer Type Questions)

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

7. a) Discuss the principles of management given by Henri Fayol and comment on the relevance in the modern management scenario. 10
- b) What do you mean by differential piece rate type incentive scheme ? 5
8. a) Calculate the Net present value of a project. The economic life of it is 5 years.

Assume the cost of capital = 10% and salvage value = 0

The following data are available in this respect :-

Initial Investment = Rs. 1,00,000.00

Cash inflow at the end of First year = Rs. 20,000.00

Cash inflow at the end of Second year = Rs. 30,000.00

Cash inflow at the end of Third year = Rs. 30,000.00

Cash inflow at the end of Fourth year = Rs. 40,000.00

Cash inflow at the end of Fifth year = Rs. 50,000.00

5



- b) The following are the mean length and ranges of lengths of a finished product from 10 samples each of size 5. The specification limit for length are ± 5 cm. Construct \bar{x} chart only and examine whether the process is under control and state your recommendations. 10

Sample No. :	1	2	3	4	5	6	7	8	9	10
Mean \bar{X} :	201	198	202	200	203	204	199	196	199	201
Range R	5	0	7	3	4	7	2	8	5	6

Also given that $A_2 = 0.58$, $D_3 = 0$, $D_4 = 2.11$

9. a) Discuss briefly how productivity in a manufacturing organization can be improved. 5
- b) ABC Co. wants to buy a product, the price discount is as follows : 5 + 5

Quantity	Unit Price (Rs.)
Less than 500	12
500 but less than 1600	11.80
1600 but less than 4000	11.60

Annual demand of the material is 8,000 Kgs., ordering cost per order is Rs. 12 and stock holding cost is 20% of the cost of material per annum. You are required to compute the best ordering quantity and total annual inventory capital.

10. Define Trade Union. Discuss the main functions of Trade Union. Enumerate the various problems of Trade Union Movement in India. 2 + 8 + 5



11. Define Leadership. What are the characteristics of leadership? State the importance of leadership in an organisation.

2 + 5 + 8

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