



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.TECH/FT/SEM-7/HU-701/2012-13**

**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**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following :  $10 \times 1 = 10$

i) Which *P* is not under 4 *P*'s of Marketing ?

- |              |           |
|--------------|-----------|
| a) Product   | b) Price  |
| c) Packaging | d) Place. |

ii) Motivation theory is provided by

- |           |           |
|-----------|-----------|
| a) Mayo   | b) Maslow |
| c) Kaizen | d) BCG.   |

iii) Which of the following is not a business interview ?

- (I) Employment interview  
(II) Performance appraisal interview  
(III) Disciplinary interview.

- |                   |                   |
|-------------------|-------------------|
| a) (I) and (II)   | b) (I) and (III)  |
| c) (II) and (III) | d) none of these. |



- iv) A ..... exists when a substantially large number of firms serve a market with relatively differentiated product.
- a) Monopoly
  - b) Oligopoly
  - c) Monopolistic Competition
  - d) Perfect Competition.
- v) Selection is a process of
- a) Recruitment
  - b) Elimination
  - c) Examination
  - d) Elevation.
- vi) Mass production means
- a) Single assignment in a given period
  - b) Customization of product as per customers requirement
  - c) Number of products are manufactured at a time and stocked in ware house
  - d) None of these.
- vii) TQM stands for
- a) Total Quality Manipulation
  - b) Total Quantity Management
  - c) Total Quality Management
  - d) Total Quality Maximization.
- viii) The role in which a manager initiates a new project is called
- a) Entrepreneur role
  - b) Negotiator role
  - c) Disseminator role
  - d) Monitor role.



- ix) Which one of the following is not a key element of organizational structure ?
- a) Centralization                      b) Co-ordination  
c) Departmentalization      d) Formalization.
- x) The most effective method of settling disputes is
- a) Collective Bargaining  
b) Arbitration  
c) Conciliation  
d) Adjudication.
- xi) Diagonal or crosswise communication takes place
- a) among managers of the same department  
b) when there is an appraisal of managers  
c) among employees and managers who are at higher or lower levels  
d) when letters or memos are sent.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.                      3 × 5 = 15

2. Briefly discuss the functions of Management.
3. State the characteristics of indifference curve.
4. Differentiate between the recruitment and selection.
5. Briefly describe the principles of organization.
6. Write down the characteristics of ISO–9000 series.



**GROUP – C**

**( Long Answer Type Questions )**

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

7. What is Human Resource Planning ? Explain the significance of Industrial Relation. Explain in brief the Performance Appraisal Process.  $5 + 5 + 5$
8. What is Economic Ordered Quantity (EOQ) ? If the annual requirement of a particular item is 1000, the ordering cost being Rs. 20/- per order and  $EOQ = 15$ , determine the annual procurement cost ? What are the objectives of trade union ?  $5 + 5 + 5$
9. What is marketing and how it differs from Sales ? What do you mean by "Market Segmentation" ? Briefly discuss Product concept, Production concept, Selling concept and Societal marketing concept.  $3 + 4 + 8$
10. Describe break-even analysis. What is recruitment ? What are the steps in selection procedure ?  $7 + 2 + 6$

=====