Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/B.TECH (CSE/IT/EE)/SEP. SUPPLE/SEM-8/HU-802/2012

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.

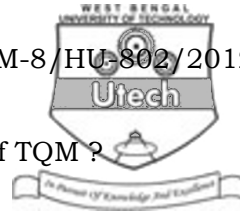## GROUP – A
(Multiple Choice Type Questions)

1.   Choose the correct alternatives for any *ten* of the following :

$10 \times 1 = 10$

i)   Which method of analysis is used for determining criticality of items ?

   a)   VED analysis   b)   ABC analysis

   c)   FSN analysis   d)   None of these.

ii)   The first Trade Union in India was established in

   a)   1920   b)   1947

   c)   1890   d)   1810.

iii)   FSN analysis is required to control

   a)   Quality of product   b)   Inventory

   c)   Industrial Dispute   d)   All of these.

iv)   The fourteen Principles of Management is given by

   a)   F.W. Taylor   b)   Elton Mayo

   c)   Henry Fayol   d)   Peter Drucker.

SS-437   [Turn over

v) Marketing is a/an

    a) Managerial function

    b) Process of management

    c) Operative function

    d) None of these.

vi) Planning is

    a) Looking ahead

    b) Guiding people

    c) Looking back

    d) Delegation of authority.

vii) Controlling is

    a) Looking ahead   b) Guiding people

    c) Looking back   d) Organizing.

viii) Who is known as the father of management ?

    a) F.W. Taylor   b) P.F. Drucker

    c) Gantt   d) Gilbert.

ix) Theory X and Theory Y are propounded by

    a) William G. Ouchi   b) Fedrick F. Herzberg

    c) Abraham Maslow   d) Douglas McGregory.

x) The Wafe Boards appointed by the Government and usually consists of number of persons

    a) 5   b) 10

    c) 12   d) 7.

xi) EOQ means

    a) Excess order quantity

    b) Economic order quantity

    c) Exempted order quantity

    d) None of these.

xii) Which of the following is a principle of TQM ?

a) Customer Satisfaction

b) Continuous Improvement

c) Both (a) & (b)

d) None of these.

GROUP – B

(Short Answer Type Questions)

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

2. What is Marketing Mix ? Elucidate the concept briefly.

3. Write a note on SWOT analysis.

4. Discuss on quality control charts used in production industry.

5. Discuss on the elements of Total Quality Management.

6. Describe the BCG Matrix.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following :

3 × 15 = 45

7. a) Define staffing. State the function of staffing.

b) Discuss the various steps in staffing in an organization.

c) What is selection ? How does it differ from recruitment ?

6 + 5 + 4

8. a) State the principles of management.

   b) Discuss the functions of management.   7 + 8

9. a) Define scientific management.

   b) Describe the contribution made by F.W Taylor in the field of management.   5 + 10

10. a) Define communication.

    b) Write down the process of communication.

    c) State the barriers of effective communication.   4 + 5 + 6

11. a) From the following information, compute   i) Profit volume ratio, ii) Break, even point sales, iii) Margin of safety, iv) Required sales to earn profit Rs. 1,20,000.

Year	Sales	Profit.
2009	2,50,000	40,000
2010	4,00,000	1,00,000

    b) 10 samples, each of size 100, of a pipe were inspected in pressure testing. The result of the inspection are given below :-

Sample Number	1	2	3	4	5	6	7	8	9	10
No of defectives	4	0	5	3	6	2	5	0	3	2

    Draw the control chart and state whether the process is under control or not.   9 + 6

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