	Utech
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Invigilator's Signature :	

# CS/B.Tech (FT)/SEM-7/HU-701/2010-11 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 :

 $10 \times 1 = 10$ 

- i) If fixed cost decreases while variable cost per unit remains constant, the new contribution margin in relation to old will be
  - a) unchanged
- b) higher

c) lower

- d) none of these.
- ii) The break-even point would be increased by
  - a) a decrease in fixed cost
  - b) an increase in contribution margin ratio
  - c) a decrease in variable cost
  - d) an increase in variable cost.

7333 [ Turn over

## CS/B.Tech (FT)/SEM-7/HU-701/2010-11

#### iii) Selection is a

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- a) Negative action
- b) Positive action
- c) Comprehensive action
- d) None of these.

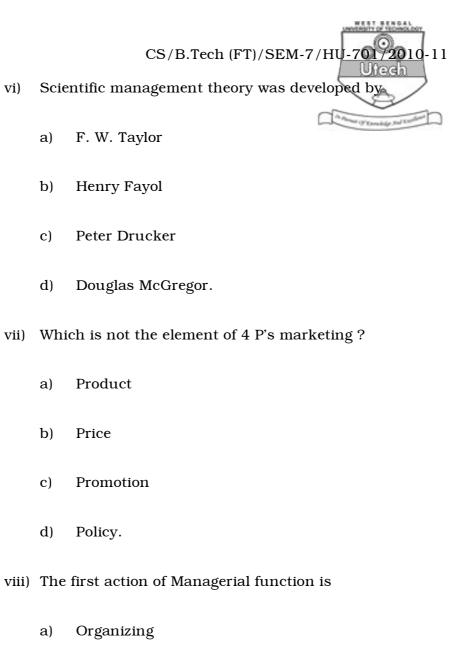
# iv) Training is a

- a) Short term affair
- b) Long term affair
- c) Both (a) and (b)
- d) None of these.

# v) Human Resource Management is a

2

- a) Reactive process
- b) Proactive process
- c) Both (a) and (b)
- d) None of these.



vi)

a)

b)

c)

d)

a)

b)

c)

d)

a)

b)

c)

Price

Controlling

Planning

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- a) Promotion
- b) Increment
- c) Evaluation
- d) Transfer.
- x) EOQ determines
  - a) No. of quantity to be purchased at a time
  - b) Total quantity to be purchased
  - c) No. of quantity to be sold at a time
  - d) None of these.
- xi) The two-factor Hygiene theory of motivation was proposed by
  - a) Maslow
  - b) McGregor
  - c) Herzberg
  - d) None of them.

7333 4



#### **GROUP - B**

#### (Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. What is marketing mix? State the elements of marketing mix.
- How do you consider the important factors governing plant 3. location?
- 4. "Management is both art and science." Give your view.
- Enumerate the scope and objects of collective bargaining. 5.
- 6. How do you explain the concept of quality circles?

#### GROUP - C

#### (Long Answer Type Questions)

Answer any three of the following.

 $3 \times 15 = 45$ 

- 7. a) State the different elements of carrying costs.
  - A Purchase Manager places order, each time for a lot of b) 500 numbers of a particular item. From the available data the following results are obtained :

Inventory carrying costs 10%

Ordering cost per order Rs. 40

Cost per unit Rs. 10

Annual requirement 2,000 units.

Find out the loss to the organization due to the Purchase Manager's ordering policy. 5 + 10

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The following are the particulars relating to a manufacturing 8. concern for the year, 2009:

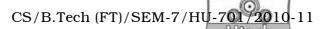
		O'English Company	Car Stad Title
	Rs.		Rs.
Opening Stock of Raw	10,000	Lubricants	1,000
Materials			
Unproductive Wages	15,000	Plant Repair	2,100
Purchase of Raw Materials	1,00,000	Traveller's Salaries	12,500
Stores Used	1,000	Agent's Commission	8,000
Supervisory Wages	4,000	Rates & Taxes	1,000
Productive Labour	15,200	(9/10th for Works, 1/10th for office)	
Sale of Scrap	7,000	Warehouses wages	11,000
Cost of Rectification of	2,000	Internal transportation	5,000
Defective Work		cost	
Abnormal Bad Debt	2,100	Loose Tools Used	4,500
Legal Expenses	4,000	Inspection Fees	10,000
Plant Maintenance	6,000	Closing Stock of Raw	14,000
		Materials	

Materials

- Calculate the following: a)
  - Raw materials consumed i)
  - ii) Prime cost
  - iii) Factory cost
  - iv) Cost of production
  - Cost of goods sold v)
  - Cost of sales. vi)
- What will be the treatment of normal loss of materials? b)

2 + 2 + 2 + 2 + 2 + 2 + 3

7333 6



- 9. a) Define the concept of Market Segmentation
  - b) Briefly discuss the different bases and objectives of Market Segmentation. 3 + 12
- 10. a) What is recruitment? How does it differ from selection?
  - b) Briefly discuss the sequential steps of recruitment.

2 + 3 + 10

- 11. a) How do you define motivation?
  - b) Critically discuss the Maslow's Hierarchy need of motivation.  $5+10 \label{eq:first}$

7333 7 [ Turn over