



Name :

Roll No. :

Invigilator's Signature :

CS/B.Tech(FT)/SEM-7/HU-701/2011-12

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 alternatives for any *ten* of the following :

10 × 1 = 10

- i) Management is the art of
 - a) profit making
 - b) getting things done by people
 - c) calculating profit
 - d) satisfying the customer.
- ii) Measure of efficiency of a production system is known as
 - a) Productivity
 - b) Utility
 - c) Effectiveness
 - d) Efficacy.

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iii) The full form of MBO is

- a) Management by office
- b) Management by organization
- c) Management by objectives
- d) none of these.

iv) Which of the following is a principle of Total Quality Management ?

- a) Continuous improvement
- b) Customer satisfaction
- c) Both (a) and (b)
- d) None of these.

v) The Hierarchy of Needs theory was proposed by

- a) McGregor
- b) Maslow
- c) Herzberg
- d) Alderfer.



vi) Break-even point is the point, where

- a) Total cost = Total revenue
- b) Fixed cost = Variable cost
- c) Total revenue = Fixed cost
- d) None of these.

vii) Who is the central focus of all marketing activities ?

- a) Buyer
- b) Seller
- c) Competitor
- d) All of these.

viii) ISO stands for

- a) Indian Standard Organisation
- b) International Standard Organisation
- c) Innovative Systems for Organisation
- d) International Organisation for Standardisation.



- ix) Work study is known as
- a) Method study
 - b) Work measurement
 - c) Time and motion study
 - d) none of these.
- x) A Break-even Point in number of units 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.
- xi) The Law of Demand relates
- a) Demand and Supply
 - b) Demand and Sales
 - c) Demand and Price
 - d) Utility and Demand.



xii) VED analysis is a/an

- a) Quality Control Technique
- b) Inventory Control Technique
- c) Inflation control Technique
- d) Marketing Control Technique.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- 2. Briefly describe the principles of Scientific Theory of Management.
- 3. Define the term 'elasticity of demand'. Explain income and price elasticity of demand.
- 4. Distinguish between Method Study and Time Study.
- 5. Explain the concept of Total Quality Management (TQM) in an industrial undertaking.
- 6. Write the difference between a private company and a public company.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. State the factors which govern the decision to look for a plant location. What are the objective of production planning and control ?
8 + 7
8. Elucidate the importance of quality management in a manufacturing orgazation. Explain the meaning of "Quality Circle".
9 + 6
9. How can an organization ensure workers' participation in management ? What do you mean by collective bargaining ? Distinguish between merit rating and performance appraisal.
5 + 5 + 5

10. a) State the objectives of inventory management.
- b) Define Economic Ordering Quantity (EOQ).

A company would like to improve its inventory management policies for its supply of paint used for automobiles. Annual demand for such paint is 50000 litres and the paint, which costs Rs. 20 per litre, is used at a constant rate. Annual carrying costs are estimated at 15% of the value of paint held. Each order costs Rs. 80. Determine —

- i) EOQ
- ii) number of orders that should be placed each time
- iii) time between two consecutive orders
- iv) what is the total annual cost associated with it.
5 + (2 + 8)



11. a) Distinguish between sales and marketing.

b) What do you mean by concept selling ?

c) Briefly discuss the steps in market research.

12. Write short notes on any *three* of the following : 3 × 5

a) Societal Marketing

b) Market Segmentation

c) Preference equity

d) Training Need Analysis

e) ISO-9000 series.

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