



Name :

Roll No. :

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 × 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.

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



vi) Scientific management theory was developed by

- a) F. W. Taylor
- b) Henry Fayol
- c) Peter Drucker
- d) Douglas McGregor.

vii) Which is not the element of 4 P's marketing ?

- a) Product
- b) Price
- c) Promotion
- d) Policy.

viii) The first action of Managerial function is

- a) Organizing
- b) Controlling
- c) Planning
- d) Directing.

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- ix) Performance Appraisal is basically
 - 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.



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.
3. How do you consider the important factors governing plant location ?
4. "Management is both art and science." Give your view.
5. Enumerate the scope and objects of collective bargaining.
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.
- b) A Purchase Manager places order, each time for a lot of 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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8. The following are the particulars relating to a manufacturing concern for the year, 2009 :

	Rs.		Rs.
Opening Stock of Raw Materials	10,000	Lubricants	1,000
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 Defective Work	2,000	Internal transportation cost	5,000
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 Materials	14,000

a) Calculate the following :

- i) Raw materials consumed
- ii) Prime cost
- iii) Factory cost
- iv) Cost of production
- v) Cost of goods sold
- vi) Cost of sales.

b) What will be the treatment of normal loss of materials ?

$$2 + 2 + 2 + 2 + 2 + 2 + 3$$



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
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