

Total No. of Questions : 8]

SEAT No. :

P1740

[Total No. of Pages : 2

[5460] - 570

**T.E. (Electrical) (Semester - I)**  
**Industrial and Technology Management**  
**(2015 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks :70*

*Instructions to the candidates:*

- 1) *Ans. Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*
- 4) *Assume Suitable data, if necessary.*

- Q1)** a) Define the term management. Explain any Five functions of management. [6]
- b) Explain the Concept of Industrial Management. Explain scope and any two applications of industrial management. [7]
- c) Write a short note on Six Sigma tool, how Six Sigma DMAIC can be used in industrial manufacturing to improve product quality ? [7]

OR

- Q2)** a) State law of demand and law of supply. Explain methods of demand Forecasting in detail. [6]
- b) Enlist the classification of various technologies. Explain how technology is managed at various levels. [7]
- c) What is meaning of Kaizen. How 5S is used in implementation of Kaizen [7]

- Q3)** a) Explain the concept of Perfect Competition and Monopolistic competition. [8]
- b) What is cost? Explain any three methods of costing in detail. [8]

OR

**P.T.O.**

- Q4) a)** Explain the terms - [8]
- i) Price
  - ii) Capital
  - iii) Debit and Credit
  - iv) Books of Account
- b)** Write short Note on Online Marketing. Enlist its four Benefits. [8]

- Q5) a)** Define Motivation. With neat diagram showing various needs, Explain Maslow's Hierarchy of Needs theory in detail. [8]
- b)** Define and explain the concept of recruitment. What are the steps of Selection process? [9]

OR

- Q6) a)** What is Group Dynamics? Explain the stages of group dynamics in detail. [8]
- b)** Enlist the theories of work Motivation. Explain Herzberg's Two factor Theory in detail [9]
- Q7) a)** What is meant by Patent? Explain Criteria for securing Patents. [4]
- b)** Explain the concept of entrepreneurship? What are the qualities of an entrepreneur? [4]
- c)** Explain any three limitations of Rational Decision Making? Explain the concept of Decision making under Uncertainty, Certainty and risk. [9]

OR

- Q8) a)** Write short note on Copyright [4]
- b)** Write short note on Trademark [4]
- c)** Explain the "Government policies and Incentives" for Small Business Development. [9]

