

Total No. of Questions : 8]

SEAT No. :

P3371

[Total No. of Pages : 2

[5353]-565

TE. (Electrical)) (End Semester)

INDUSTRIAL & TECHNOLOGY MANAGEMENT

(2015 Pattern)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer Q.1 or Q.2, Q.3 or Q4, Q.5 or Q.6, Q.7 or Q8.
- 2) figures to the right side indicate full marks.
- 3) Draw neat diagrams wherever necessary.
- 4) Assume suitable data, if necessary.

**Q1)** a) What are the different types of organization ? Explain functional organization. [6]

b) Explain the concept of supply and elasticity of supply. [7]

c) Explain Environmental Management System Standard in details. [7]

OR

**Q2)** a) Explain Management and its relation with society. [6]

b) Explain Pokka Yoke (Mistake Proofing) quality circles. [7]

c) Write a short note on Ethics of Technology Management. [7]

**Q3)** a) Explain in details Marketing and selling. [6]

b) Explain online marketing. Write its advantages and disadvantages. [10]

OR

**Q4)** a) What is Financial Management? Explain in details. [6]

b) What are the methods of costing. Explain in detail. [10]

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**Q5) a)** Explain Group dynamics in details. What are the types of group dynamics? Explain. [10]

b) Explain Herzberg's two factor theory in details. [7]

OR

**Q6) a)** Write a short note on HR Planning and Recruitment. [10]

b) What are the qualities of Good Leadership? Explain in details. [7]

**Q7) a)** State the criteria for securing Patents. What are the guidelines of the common IPR policy on patents? [10]

b) What are the Importance and limitations of rational decision making? [7]

OR

**Q8) a)** What is the Intellectual Property Rights (IPR)? Explain all its types. [10]

b) State the Patent Laws, Trade mark and Copy Right Laws. [7]

