

**B.E. Mechanical Engineering (Model Curriculum) Semester-VIII**  
**OEC-4023 - Industrial Management**

P. Pages : 2



Time : Three Hours

**GUG/S/25/14377**

Max. Marks : 80

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- Notes :
1. All questions carry equal marks.
  2. Due credit will be given to neatness and adequate dimensions.
  3. Assume suitable data wherever necessary.
  4. Illustrate your answers wherever necessary with the help of neat sketches.
  5. Solve Q1or Q2, Q3orQ4 ,Q5orQ6 ,Q7orQ8, Q9orQ10.

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|-----------|-----------|---|----------|
| <b>1.</b> | <b>a)</b> | i) Describe the relative importance of each type of skill to lower, middle, and upper level managers. | <b>4</b> |
|           |           | ii) Compare management and administration.  | <b>4</b> |
|           | <b>b)</b> | Describe the evolution of management thought.   | <b>8</b> |

**OR**

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|-----------|-----------|---|----------|
| <b>2.</b> | <b>a)</b> | Explain any eight Henri Fayol's principles of management.   | <b>8</b> |
|           | <b>b)</b> | Explain the various functions of management.  | <b>8</b> |
| <b>3.</b> | <b>a)</b> | Define planning function of management. Enlist various steps involved in planning state the advantages & limitations of planning. | <b>8</b> |
|           | <b>b)</b> | Explain MBO significance in the present environment.  | <b>8</b> |

**OR**

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|-----------|-----------|--|----------|
| <b>4.</b> | <b>a)</b> | Define Management by objective (MBO). Describe the benefits and weakness of it and ways to overcomes them. | <b>8</b> |
|           | <b>b)</b> | Define planning Enlist various steps involved in planning & State the advantages &limitations of planning. | <b>8</b> |
| <b>5.</b> | <b>a)</b> | What do you understand by training workers? Brief the need and importance of training.                     | <b>8</b> |
|           | <b>b)</b> | What is personnel management ? State the functions of personnel management.                                | <b>8</b> |

**OR**

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|-----------|-----------|---|----------|
| <b>6.</b> | <b>a)</b> | Define Manpower planning. What are the steps involved in Manpower planning? | <b>8</b> |
|           | <b>b)</b> | Discuss briefly the various provisions of health, welfare and safety.       | <b>8</b> |

- 7.** a) Define marketing management. Explain the steps involved in marketing process. **8**  
b) What do you mean by marketing mix. Explain 4 “P” of marketing mix. **8**

**OR**

- 8.** a) State the importance of advertisement. Explain the factors responsible for selection of advertisement media. **8**  
b) Explain types of market segmentation. List the benefits of market segmentation. **8**  
**9.** a) Explain ‘Balance sheet’. What are the contents of the Balance sheet? **8**  
b) What are the various sources of Finance? Explain in brief, each of them with advantages & disadvantages. **8**

**OR**

- 10.** a) What is ratio analysis? Why it is to be carried out? Explain any two ratios. **8**  
b) Define Budget & Budgetary control. State importance, advantages of Budget. **8**

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