

Comilla University
Faculty of Engineering
Department of Computer Science and Engineering

Final Examination - 2015

Course Code: MGT- 218
Session: 2013 - 2014

Course Title: Industrial Management
Semester: 2nd Year 1st Semester

[Answer any Four of the following questions. Figures in the right-hand margin indicate full marks.]

Time: 2 Hours

Full Marks: 30

Please write parts of a question serially. Writing anything on the question paper is strictly prohibited.

1. a. Define industrial management. Describe the features of management. 5
b. "Management is a coordination of Men, Machine and Materials." Justify this statement. 2.5
2. a. Define leader and leadership. 1.5
b. If you are selected as the manager of a company what type of leadership style would you follow and why? 4
c. The manager says, "Go"; the leader says, "Let go". Explain the statement with showing difference between a leader and a manager. 2
3. a. Define plan and planning. What are the steps of planning and decision making? 4.5
b. Describe the terms with proper example: single use plan, standing plan, strategic plan. 3
4. a. What do you mean by Span Management? What are the factors determining Span? 3
b. Explain with chart the line organization. 4.5
5. a. "Marketing is the combination of various demands". Explain with a suitable example. 2
b. Elaborate different types of marketing concept. 3
c. Mention the characteristics of an ethical manager. Why do some managers act unethically? 2.5
6. a. Explain the Maslow's Hierarchy of Needs theory. 3
b. What do you mean by theory X and theory Y? 1.5
c. As a manager of a group of company how can you motivate your subordinates? Explain some of the motivational factors. 3

Good Luck!