



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.TECH (CSE/IT/EEE/EIE(O)/EE (O+N)/CT/ICE)/SEM-8/HU-802/2011**

**2011**

**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 answer for any *ten* of the following :

10 × 1 = 10

- i) Marketing begins with
  - a) hiring of employees & ends with firing of employees.
  - b) recognition of need & ends with customer satisfaction.
  - c) store and ends with finished products.
  - d) fund inflow and ends with outflow.
- ii) Management aims at
  - a) effective utilization of human and material resources



- b) retrenchment or punishment of indisciplined workers
  - c) satisfying the competitor
  - d) profit maximization.
- iii) Employee turnover is
- a) the rate at which employees absent themselves
  - b) the rate of theft committed by employees
  - c) putting the right man in the right job
  - d) the rate of change of working hands of particular organization during a given period.
- iv) MBO is known as
- a) Management by objective
  - b) Marketing by objective
  - c) Management buy-outs
  - d) None of these.
- v) Who professed Hygiene Theory of Motivation ?
- a) Abraham Maslow                      b) Philip Kotler
  - c) Herzberg                                d) Douglas McGregor.
- vi) Who is called the 'Father of Modern Management' ?
- a) F.W. Taylor                              b) Henry Fayol
  - c) Elton Mayo                                d) Max Weber.





- xii) Financial management deals with
- a) satisfying the needs of customer
  - b) training and development of employees
  - c) procurement and utilization of fund
  - d) designing user-friendly products.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.

$3 \times 5 = 15$

2. State the Theory 'X' and Theory 'Y' of motivation.
3. Write down the various steps of communication process.
4. Is management science or arts ? Give your reasons.
5. A particular item has demand of 15,000 units per month. The cost of one procurement is Rs. 1,000, Cost per unit Rs. 50 and the stock holding cost @ 20% on cost. Determine-
  - i) the Economic Order Quantity
  - ii) the number of orders during the order.
  - iii) the gap between two orders.
6. Define the concepts of managerial research and managerial decision. Give examples.



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. a) What is collective bargaining ? Discuss the importance of collective bargaining process.
- b) Write down the prerequisites for the success of collective bargaining ?
- c) Show the collective bargaining process through a flow chart.  $6 + 6 + 3$

8. a) What are control charts ? How are they made and used in controlling a continuous and quantifiable process.
- b) The following are the inspection results of 20 lots of magnets, each lot having 750 magnets. Number of defective magnets in each lot are :
- 48, 83, 70, 85, 45, 56, 48, 67, 37, 52, 47, 50, 47, 57, 71, 53, 34, 29 and 30.

Calculate the average fraction defective and 3 sigma control limits for *p*-chart.

- c) From the following information, calculate the minimum, maximum and re-order level :

Maximum consumption	....	200 units per day
Minimum consumption	....	150 units per day
Normal consumption	....	160 units per day
Re-order period	....	10 to 15 days
Normal re-order paid	....	12 days
Re-order quantity	....	1600 units.

$5 + 5 + 5$



9. a) State the main functions of management.
- b) Outline the contribution made by F.W. Taylor towards Scientific Management.
- c) What are the limitations of Scientific Management ?

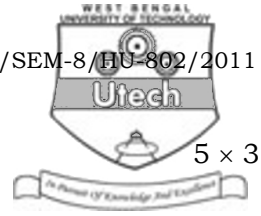
5 + 7 + 3

10. a) Define the term 'Marketing Mix'.
- b) Discuss the importance of marketing.
- c) Compare & contrast the 'Product oriented concept' & 'Customer oriented concept' of marketing. 3 + 5 + 7

11. a) State the uses of cost volume profit analysis.
- b) From the following information calculate
- i) Profit-Volume Ratio.
- ii) Break-even point sales.
- iii) Sales required to earn a profit of Rs. 1,00,000.

Year	Sales	Profit
2009	4,00,000	60,000
2011	6,00,000	1,40,000

4 + 4 + 7



12. Write notes on the following :

- i) Industrial Relations
  - ii) Budgetary control
  - iii) Production Management
  - iv) Authority and Responsibility
  - v) Forecasting.
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