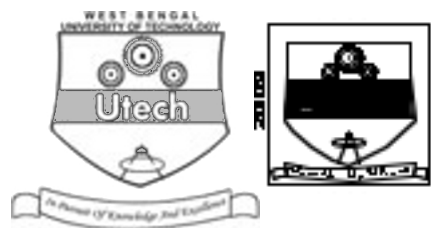


INDUSTRIAL MANAGEMENT (SEMESTER - 8)

CS/B.TECH(CSE/IT/ICE/EE/EEE/EIE(O)/CT)/SEM-8/HU-802/09



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the
Candidate

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CS/B.TECH(CSE/IT/ICE/EE/EEE/EIE(O)/CT)/SEM-8/HU-802/09
ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL – 2009
INDUSTRIAL MANAGEMENT (SEMESTER - 8)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

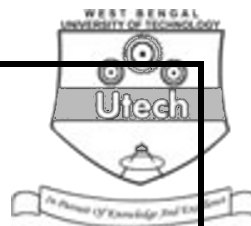
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A										Group – B					Group – C					Total Marks	Examiner's Signature
Question Number																						
Marks Obtained																						

.....
Head-Examiner/Co-Ordinator/Scrutineer

8824 (21/04)



DO NOT WRITE ON THIS PAGE

**ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL - 2009****INDUSTRIAL MANAGEMENT****SEMESTER - 8**

Time : 3 Hours]

[Full Marks : 70

GROUP – A**(Multiple Choice Type Questions)**1. Choose the correct answer for any *ten* of the following : 10 × 1 = 10

i) The objective of Marketing Management is

- a) to increase profite
- b) to increase sales volume
- c) to increase customer's satisfaction
- d) none of these.

ii) Control chart for variables is

- a) Fraction Defective Chart (*p*-chart)
- b) Range Chart (*R*-chart)
- c) Number of Defects Chart (*c*-chart)
- d) None of these.

iii) Under Selective Inventory Control, VED analysis defines VED as

- a) Value, Engineering and Design
- b) Vital, Essential and Desirable
- c) Volume, Economy and Demand
- d) None of these.

iv) Financial Management deals with

- a) satisfying the needs of the customers
- b) procurement and utilization of funds
- c) training and development of the employees
- d) designing user friendly products.



v) According to Maslow's Need Hierarchy, the last level of needs includes

- | | |
|--------------------------------|--|
| a) Esteem needs | b) Needs for foods, clothing & shelter |
| c) Need for self actualization | d) Social needs. |
-



vi) Essential element of TQM is

- a) Meeting customers' requirements
 - b) Continuous improvement
 - c) Empowerment of employees
 - d) All of these.
-

vii) Productivity means

- a) increase in output keeping input unchanged
 - b) increase in output increasing input
 - c) decrease in output decreasing input
 - d) none of these.
-

viii) EOQ is a particular order size at which

- a) carrying costs become minimum
 - b) ordering costs become minimum
 - c) total inventory costs become minimum
 - d) all of these costs are minimum.
-

ix) FSN analysis is required to control

- | | |
|---------------------------|------------------|
| a) Quality of the product | b) Inventory |
| c) Industrial disputes | d) All of these. |
-

x) In communicatin, barriers arisen from the linguistic capacity of the parties involved are called as

- | | |
|----------------------------|-----------------------|
| a) Emotional barriers | b) Semantic barriers |
| c) Organizational barriers | d) Personal barriers. |
-

-

$$3 \times 5 = 15$$
$$3 \times 15 = 45$$

- 7 + 8

12 + 3



6

10. a) Classify the items into A, B and C categories :

Item	Annual consumption
Description	(Units)
1	3,000
2	6,000
3	200
4	200
5	350
6	6,000
7	4,000
8	3,000



20

500

12.50

9

25

10

7

- b) Derive the basic formula for Economic Order Quantity for model without shortage. 10 + 5

11. a) What are the different types of production system ?

- b) How does production planning differ from production control ?

- c) State the functions of production planning.

4 + 5 + 6

12. Write notes on any *two* of the following :

2 × 7 $\frac{1}{2}$

- a) Total Quality Management

- b) Performance Appraisal

- c) VED Analysis of inventory control

- d) BCG Matrix.

END