



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.Tech(ECE)/SEM-6/HU-601/2012  
2012**

**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 alternatives for any *ten* of the following :  
10 × 1 = 10

- i) Employee turnover is
  - a) the rate at which employee absent themselves
  - b) putting the right man in the right job
  - c) the rate of change of working hands of particular organization during a given period
  - d) the rate of theft committed by employees.
- ii) Who professed 'Hygiene Theory of Motivation' ?
  - a) Abraham Maslow      b) Philip Kotler
  - c) Douglas McGregor      d) Herzberg.

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- x) Which method of analysis is used for determining criticality of items ?
- a) VED analysis                      b) ABC analysis
- c) FSN analysis                      d) None of these.
- xi) Which of the following is a principle of TQM ?
- a) Customer satisfaction
- b) Continuous improvement
- c) Both (a) and (b)
- d) None of these.
- xii) Productivity is the
- a) output-input ratio                      b) input-output ratio
- c) production                      d) cost of production.

#### GROUP – B

##### ( Short Answer Type Questions )

Answer any *three* of the following.                      3 × 5 = 15

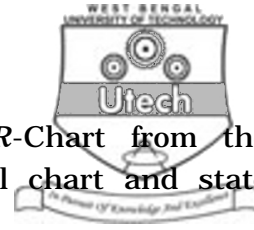
2. Define total Quality management. What are its essential elements ?
3. Elucidate the steps of planning.
4. Describe ‘flow production’ and ‘batch production’.
5. Discuss on ‘collective bargaining’.
6. Write a note on Cost benefit analysis.

#### GROUP – C

##### ( Long Answer Type Questions )

Answer any *three* of the following.                      3 × 15 = 45

7. What do you mean by the term “Production” and “Productivity” ? What do you mean by Quality Control ? Explain the term “Economic Order Quantity”.                      5 + 5 + 5
8. What is marketing and how does it differ from sales ? Discuss the four components ( Product, Price, Place, Promotion ) of Marketing mix.                      5 + 10



9. a) Determine the control limits for  $R$ -Chart from the following data and draw the control chart and state your recommendation.

<b>Sample No.</b>	<b>Value of Sample Items inspected</b>			
	<b><math>X_1</math></b>	<b><math>X_2</math></b>	<b><math>X_3</math></b>	<b><math>X_4</math></b>
1	15.58	18.82	15.45	15.71
2	15.94	15.07	15.02	15.81
3	15.63	15.67	15.60	15.54
4	15.17	15.08	14.81	15.02
5	15.18	15.40	15.34	15.36

( Conversion factors for a sample of size  $n = 4$  are given  $D_3 = 0$  and  $D_4 = 2.282$  )

- b) Discuss on budgetary control. 9 + 5
10. Write short notes on any *three* of the following : 3 × 5
- BCG matrix
  - Six sigma
  - SWOT analysis
  - ABC system of inventory control
  - Objectives of Financial management.
11. a) What is HRM ? How does it differ from Personnel management ?
- Briefly explain the need for training and development of employees.
  - Discuss on the steps of recruitment of a personnel.

4 + 6 + 5