



Name :

Roll No. :

Invigilator's Signature :

CS/B.TECH (CSE)/IT/EEE/EE(O), EE(N)/EIE(O)/CT/ICE/SEM-8/HU-802/2010

2010

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)

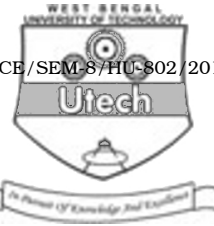
1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) 'Hierarchy Theory of Motivation' was professed by
 - a) F. W. Taylor
 - b) Abraham Maslow
 - c) Henry Fayol
 - d) Elton Mayo.
- ii) X & Y theory was created by
 - a) McGregor
 - b) A. Maslow
 - c) P. F. Drucker
 - d) F. W. Taylor.
- iii) When communication flows from lower level to upper level, it is known as
 - a) Downward communication
 - b) Upward communication
 - c) Formal communication
 - d) Oral communication.



- iv) Trade Union Act was passed in the year
 - a) 1965
 - b) 1926
 - c) 1950
 - d) 1980.
- v) Henry Fayol concentrated on
 - a) Productivity
 - b) Top level
 - c) Middle
 - d) Upper level.
- vi) What is the concept that holds that consumer will prefer products that are widely available and inexpensive called ?
 - a) Production concept
 - b) Product concept
 - c) Marketing concept
 - d) Selling concept.
- vii) Luther Gulick states seven functions of management under the catch word
 - a) PODSCORB
 - b) PDOSCORB
 - c) DOPSCORB
 - d) PSCORBOD.
- viii) Planning is
 - a) looking ahead
 - b) looking back
 - c) guiding people
 - d) delegation of authority.
- ix) Which function of the management is the basic of all other functions ?
 - a) Controlling
 - b) Staffing
 - c) Planning
 - d) Directing.
- x) The Wage Boards appointed by the Government and usually consist of number of persons
 - a) 5
 - b) 7
 - c) 10
 - d) 12.
- xi) 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.
- xii) Decision making helps in
 - a) improving efficiency
 - b) increasing profits
 - c) achieving organisational goal
 - d) implementing a policy.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Briefly discuss the theory of Motivation of Maslow.
3. State the benefits of Performance Appraisal.
4. State the concept of 'Delegation of Authority'.
5. How do you overcome the barriers in communication ?
6. Mention the basic element of Marketing Mix.

GROUP – C

(Long Answer Type Questions)

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

7. a) Define TQM.
b) Write down the essential elements of TQM.
c) Explain the benefits of TQM. $2 + 5 + 8$
8. a) Define the concept of Industrial Relation.
b) State the factors affecting industrial relations.
c) What are the causes of industrial dispute ? State the steps that have been taken by the Government to prevent industrial disputes. $2 + 5 + 8$
9. a) Discuss briefly the concept of ABC analysis in Material Management.
b) ABC Co. wants to buy a product, the price discount is as follows :

Quantity	Unit Price (Rs.)
Less than 500	12
500 but less than 1600	11.80
1600 but less than 4000	11.60



Annual demand for the material is 8000 kg, ordering cost per order is Rs. 12 and stock holding cost is 20% of the cost of material per annum. You are required to compute the best ordering quantity and total annual inventory capital.

$$5 + (5 + 5)$$

10. a) State the advantages of SQC over mass inspection.
- b) The following are the quantity of a finished product from 5 samples of a shampoo manufacturing company. The specification limit for a bottle is 60 ± 1 ml. Construct \bar{X} and R chart and examine whether the process is under control or not.
- For this sample size $A_2 = 0.729$, $D_3 = 0$, $D_4 = 2.282$.

Sample No.	Quantity			
	X_1	X_2	X_3	X_4
1	60.6	62	60.4	61
2	61	59.5	59.8	60.5
3	60.3	59	59.5	60
4	60.3	60.5	61	59.4
5	61.2	64	62	60

$$5 + 5$$

11. Write short notes on any *three* of the following :
- 3 × 5
- General OC curve on acceptance sampling
 - Mass production and flow production
 - VED & FSN analysis
 - Random and assignable causes
 - BCG matrix.
