



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.TECH(CSE/IT)/SEPARATE SUPPLE/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 alternatives for the following :  $10 \times 1 = 10$ 
  - i) The classification of inventory based on annual consumption and annual value is known as
    - a) ABC Classification      b) VED Classification
    - c) FSN Classification      d) HML Classification.
  - ii) When the sender receives the feedback from the receiver it is known as
    - a) One way communication
    - b) Two way communication
    - c) Formal communication
    - d) Informal communication.



- iii) Who is called 'The father of modern management' ?
- a) F.W. Taylor                      b) Henry Fayol  
c) Elton Mayo                      d) Max Weber.
- iv) If input increases while output remains constant, what will happen to productivity ?
- a) It will increase                      b) It will decrease  
c) It will remain same                      d) None of these.
- v) The production which has definite beginning and definite end is known as
- a) Project production                      b) Job production  
c) Batch production                      d) Mass production.
- vi) Managerial causes of Industrial Disputes include
- a) demand for better working condition  
b) defective recruitment policy  
c) irresponsible trade union  
d) none of these.
- vii) Who is the propounder of the 14 principles of management ?
- a) Max Weber                      b) Elton Mayo  
c) Henry Fayol                      d) Oliver Sheldon.
- viii) The Payment of Bonus Act was passed in the year
- a) 1945                      b) 1955  
c) 1965                      d) 1975.
- ix) MBO is known as
- a) Management by objective  
b) Marketing by objective  
c) Management by observation  
d) Management buy-outs.



- x) Application blank (Application Form) is a kind of device to be used in case of
- |                 |                  |
|-----------------|------------------|
| a) Recruitment  | b) Selection     |
| c) Job analysis | d) Merit rating. |

**GROUP – B**

**( Short Answer Type Questions )**

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

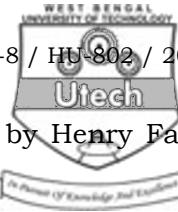
2. “Selection is virtually a kind of elimination process” — Comment.
3. Distinguish between personnel management and human resource management.
4. What are the features of sound communication system ?
5. What is the difference between recruitment and selection ?
6. Enumerate the key principles of TQM.

**GROUP – C**

**( Long Answer Type Questions )**

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

7. a) Define EOQ. State the importance of EOQ in inventory control. 5
- b) An item has been demanded 30,000 units. Cost of one procurement is Rs. 400 and the holding cost per unit is Rs. 3 per year. Determine
  - i) The Economic order Quantity
  - ii) Number of orders during the year
  - iii) Gap between two orders
  - iv) The cost per year if the cost of one unit is Rs. 150. 10



8. a) Describe briefly the contribution made by Henry Fayol in the field of Modern Management. 11
- b) Briefly describe the two sets of assumption about human behaviour as per Douglas McGregor. 4
9. What is Marketing Mix ? Discuss the elements of marketing mix. 2 + 13
10. a) What is industrial relation ? 3
- b) What are the advantages of a healthy industrial relation ? 5
- c) Discuss the causes of industrial disputes. What steps have been taken by the Government to prevent industrial disputes ? 7
11. a) Briefly describe the salient features of mass production system. 5
- b) What are the measures to be taken to increase the productivity ? 5
- c) Distinguish between Efficiency and Effectiveness. 5
12. Write short notes on any *three* : 3 × 5
- a) Control Charts
- b) ABC Analysis of Inventory Control
- c) Six Sigma
- d) SWOT Analysis
- e) Perception.

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