

**MOTILAL NEHRU NATIONAL INSTITUTE OF TECHNOLOGY ALLAHABAD**  
**MCA I Semester: End Semester Examination (Odd Semester, 2016-17)**  
**(CA 3102) Principles of IT Industries Management**

**Max. Marks: 60**

**Time: 3:00 Hr.**

**Section A: Attempt all questions in this section. All questions carry equal marks. (3X4 = 12)**

Write short notes on the following:

- (a) Fish-bone diagram
- (b) Responsibility Assignment Matrix (RAM)
- (c) Benchmarking
- (d) Acceptance sampling

**Section B: Attempt any four questions. Each question carries equal marks. (5X4 = 20)**

- B: 1 Discuss the objectives of quality control. Also explain the steps involved in the process of quality control.
- B: 2 Explain the concept of re-order point, re-order quantity and lead time. Discuss the impact of buffer stock on inventory management.
- B: 3 Briefly discuss the various elements of inventory cost.
- B: 4 Differentiate between black-box testing and white-box testing.
- B: 5 Discuss in brief the principles of scientific management.

**Section C: Attempt any three questions. (6X3 = 18)**

- C: 1 "Supply chain encompasses all activities involved in the transformation of goods from the raw material stage to the final stage". Comment on the statement highlighting the importance of supply chain management. Also discuss various types of supply chain.
- C: 2 Discuss in brief the bullwhip effect in supply chain management.
- C: 3 Explain in brief any three techniques for quality control.
- C: 4 What roles Green IT plays in tackling the issue of environmental pollution?

**Section D: Attempt any one: (10X1 = 10)**

- D:1 Briefly explain the concepts of ABC analysis, Just in Time inventory, and economic order quantity in inventory management.

**D: 2 Case Study**

Tom (Blok Ltd.), and Deirdre, (Fones Ltd.), are employed as production managers. Last night, both of them attended a staff development meeting organized by a Production Management Institute (a professional body), of which they are members. During the tea-break, Tom and Deirdre discussed the various leadership styles that they were following in their respective organisations.

Tom told Deirdre that he had a friendly personality and was optimistic that he will get well with the workers in the factory. He went on to say that a total of fifty workers are employed, with 40 of them having been employed with the business for over 20 years. The others, mostly unskilled, tend to be younger workers who stay for a year or so and then move on, since Tom thinks they are harder to motivate. Tom is aware that new Health & Safety regulations are due to be implemented and this will require discipline in the workers. He is thinking of adopting a more autocratic leadership style.

Deirdre told Tom that she was newly appointed to the role, and was relatively inexperienced. She pointed out that she manages a team of forty workers, grouped into project teams with highly skilled and experienced staff in each team. Deirdre mentioned that her predecessor was unpopular with the work force since he adopted an autocratic style of leadership at one stage, the Labour Relations Agency were asked to mediate in the dispute regarding management/employee relations. In view of this, she had been thinking of adopting a democratic leadership style.

1. Discuss whether or not Tom and Deirdre should adopt their proposed new leadership styles within their respective organisations.
2. With reference to each organisation, discuss the role of management in motivation.