Government College of Engineering, Amravati
(An Autonomous Institute of Government of Maharashtra)
Department of Electronics and Telecommunication

Class Test-1 Subject: INDUSTRIAL MANAGEMENT AND OPERATION RESEARCH Course Code: ETU605

Time- 1 Hour Date: 25/01/17 Marks: 15

Solve any 3 questions, 5 marks each

1. Explain principles of Management discussed by Henry Fayol?
2. Describe the steps involved in one complete purchasing cycle?
3. State the importance of Market Research?
4. Distinguish between Management and Administration?

What is meant by 'Management'? Discuss the significance of Management to organization.

Explain various types of leadership. State one example of each.

."Direction Means putting management into action", Discuss.

."Motivation, means channelization the internal energy of a person into the work'' comment.

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All questions are compulsory.

All questions carry equal marks.   **Total Marks – 15**

Que 1. Critically **examine** how management can be termed as a Science and as an Art and sometimes as both?

Que 2. Discuss Modern Management theory in detail?

Que 3. Describe the role of Market research in formulating marketing strategy for a firm or company?

Que 4. Tata Nano was the cheapest passenger car in India, launched with a great buzz in the market, but it fails to capture the desired market share. **Analyze** the importance of study of consumer behavior from above example

Que 5. An FMCG company based in Maharashtra launches a new product of readymade poha packed in a tetra pack. The company has selected major cities of Maharashtra as their primary locations, and wanted to sell this product directly to the consumer and therefore added no wholesaler or distributor in the supply chain.

How will you **evaluate** the company's decision?