

International Islamic University Chittagong
Department of Electrical and Electronic Engineering

Final Examination Spring-2020	Program: B.Sc. Engg. (EEE)
Course Code: MGT-3601	Course Title: Industrial Management
Time: 5 hours (Writing - 4 hours 30 minutes + 30 minutes submission time)	Full Marks: 50 (Written 30 + Viva/Viva-Quiz-20)
[Answer each of the questions from the followings; Figures in the right margin indicate full marks. Answer script must be submitted through online method within 5 hours from starting time. Also, write down the Q. Set on the front page of your answer script]	

1. Please read the passage carefully and answer the questions given below :

Having done well as a staff accountant in the accounts payable section of a major industrial firm for several years since his graduation from college, Steven felt that he had learned much about the “ins” and “outs” of survival in an intensely bureaucratic organization. It is thus not surprising that he was relaxed and unconcerned about his circumstances at the company as he entered the employee lounge to attend the late-afternoon welcoming reception for his new supervisor. The new manager of accounts payable, Kristin, had been transferred to Steven’s division from a similar position in another subsidiary of the company because of her proven talent for organizing and improving the efficiency of operations there. A no-nonsense type of manager, Kristin was experienced and determined to perform her new assignment with the same vigor that had brought her so much success throughout her career. At the reception, Kristin circulated through the room, introducing herself to her new subordinates and asking each of them if they had any suggestions that would help make the payables section a better place to work. When she approached Steven, he told her about something that had been on his mind lately: that people seemed to him to gain promotions and be given opportunities to work overtime based on who liked them, and not on the quality of their work. In reply, Kristin politely stated that she would do everything that she could to see that whatever it was he was referring to would have no place in the team she would lead. Upon his arrival at work the next day, Steven received a phone call from Kristin’s secretary asking that he meet with his new boss later that morning. He had barely entered her office for the meeting when she looked him straight in the eye and said, “I will not tolerate individuals in this organization who are not good team players. Yesterday afternoon you led me to believe that there are people in this office who are not acting in the best interests of the company, and I want to know who. I want you to tell me the names of the managers you were referring to note, and keep me informed if you see anyone hurting this company, or I’ve got to think that maybe you’re part of the problems around here.” Stunned by both the tone and content of her statement, Steven quickly tried to think of a way to respond.

1(a).	Controlling helps the managers in eliminating the gap between organizations actual performance and goals. Controlling is the process in which actual performance is compared with the company standards. Comparing it gives the visibility that activities are performed according to strategy or not. Explain the different types of control and what is the relationship between them?	CO1	U	03
1(b).	Control is the last function of management. The controlling function will be unnecessary to the management if other functions of management are performed properly. If there is any imperfection in the planning and actual performance, control will be needed. Explain how many steps involve in control process and what steps should managers follow in setting goals?	CO1	U,R	03

2. Please read the passage carefully and answer the questions given below:

Jane was recently hired out of college as the Director of Event Marketing for the Anystate Lottery. Although Jane's father was a compulsive gambler and she received several better paying job offers, she decided to take the lottery job because she is a strong supporter of education and 50 percent of lottery sales go to supporting public education. Her family was against her accepting the job. The Anystate Lottery started five years ago after it was approved by 80 percent of the electorate. Two years ago, sales began to decline. This has led Jim, Marketing Director for the Anystate Lottery, to consider segmenting the population of Anystate into frequent, occasional, and nonparticipating players. Jim decided to target frequent players for the new lottery game, "Lottery Mania." The probability of winning Lottery Mania was estimated to be one in 24 million. Frequent players of the lottery spend, on the average, \$20 per week. Members of various minority groups constitute a large proportion of frequent players. Research conducted by the Anystate Lottery found that many minority frequent players use part of their limited grocery money to play lottery games. In some cases, people have gone hungry in order to play the lottery in hopes of winning the big prize. As Commissioner of the lottery, Sal is concerned about any negative publicity that may surround the operation of the lottery. However, he has directed Jim to increase sales of lottery tickets by 10 percent during the new game of Lottery Mania. Jim called Jane and ordered her to develop several promotional events to be targeted toward minority lottery players. These events will be used to launch Lottery Mania scheduled to start four weeks from now. Event marketing has been used very successfully for targeting minority consumers for a variety of products. Jane is upset about the task of specifically targeting minority segments over all other segments in the population of Anystate. Jane is a member of a minority group. Jane knows that additional money for education will help all students in Anystate, especially minority students. Yet she can't help but think about all the families that will play the lottery even though they can't afford it.

2(a).	The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. Explain Four P components of the marketing mix.	CO3	U,R	03
2(b).	The product life cycle is an important concept in marketing. It describes the stages a product goes through from when it was first thought of until it finally is removed from the market. Not all products reach this final stage. Some continue to grow and others rise and fall. Discuss the different stages of Product Life Cycle in brief.	CO3	C	03
3(a).	Marketing is typically seen as the task of creating, promoting and delivering goods and services to consumers and businesses. In fact, marketing involves ten types of entities. Explain all of this and show the example of all 10 entities.	CO2	E	04
3(b).	Give an example that shows the difference between Need, Want and Demand in business aspect?	CO3	C	02

4. Please read the passage carefully and answer the questions given below:

Joe was recently promoted to the position of District Manager of Computer Operations for a large company. Mary, Joe's supervisor, calls him to her office. She has just been informed that the CEO has received an anonymous letter from an employee. This letter states that a recently installed (and very expensive) system does not perform as expected and has not achieved the expected results. Joe has been aware that the system's actual performance is really as described in the anonymous letter. Joe had reported this performance problem to Mary before. Although Mary had listened to Joe, she had been the original supporter of the system and continually provides only positive feedback to the CEO on its performance. Mary tells Joe that the CEO expects a reply to the letter. She tells Joe to draft the reply. It should say that the system is performing as projected and that all

<p>savings portrayed in the original justification documents are being achieved. She says the documentation provided with his reply should support those statements. ` Joe is upset by this directive. He feels that upper management is being misinformed in the interest of protecting a questionable decision. He approaches Mary with his concern. She says that if he does not provide the reply as requested, she will have serious doubts about his ability to perform the functions of a District Manager for the company. Joe has worked hard to achieve this position and is very worried about her statement.</p>				
4(a).	<p>Operations Management is a pivotal process in manufacturing firms. It refers to the process of planning, directing, implementing and monitoring all the production processes and operations.</p> <p>In the field of production and manufacturing, these functions of operations management are carried out by an Operations Manager. The processes of operations management are impacted by five variables which are known as 5Ps of management. Describe five P's of operation management with real field example.</p>	CO2	Ap	03
4(b).	<p>Operations Management solution helps to ensure Safe, Reliable and Efficient plant operations and regulatory compliance by digitization of information related to key Operations Management Practices. This results in improved productivity through standardized work practices, streamlined processes, plus improved communications and coordination across departments. Briefly discuss the operation management system.</p>	CO3	C	03
5(a).	<p>People require different services and products to satisfy various needs and wants. In this regard, it can be observed that the marketers play a pivotal role in marketing different products and services to various targeted customers. However, some people often confuse the two terms and often use them interchangeably to refer to one thing but a closer analysis between them shows that they are different. Above this aspect distinguish between product and service.</p>	CO2	R	03
5(b).	<p>Imagine that your customer satisfaction score on a popular business ratings website has dipped. When you look at recent comments, you see that your customers are complaining about late delivery, and that products are being damaged in transit.</p> <p>You decide to run a small pilot project for a month, using a new supplier to deliver your products to a small sample of your customers, and you're pleased to see that the feedback from these customers is positive. As a result, you decide to use the new supplier for all your orders. What you have just done is to go once around a loop called the PDCA Cycle, which helps you to strive for continuous improvements to your business. Explain PDCA cycle with an example.</p>	CO3	C	03
6.	Viva/Viva-Quiz: The time of viva/viva-quiz will be declared in google classroom.	CO3	R	20

International Islamic University Chittagong

Department of Electrical and Electronic Engineering

B. Sc. Engineering in EEE

Final Exam, Autumn 2021

Course Code: **MGT-3601**

Course Title: **Industrial Management**

Time: 2 hours 30 minutes

Full Marks: 50

(i) The figures in the right-hand margin indicate full marks

(ii) Course Outcomes and Bloom's Levels are mentioned in additional Columns

Course Outcomes (COs) of the Questions	
CO1	Comprehend how an organization is formed and managed.
CO2	Make plans and budgets in the different functional areas of the organization i.e., marketing, production, etc.
CO3	Understand the legal rights and duties of the workers in a workplace.

Bloom's Levels of the Questions						
Letter Symbols	R	U	App	An	E	C
Meaning	Remember	Understand	Apply	Analyze	Evaluate	Create

Part A

[Answer the questions from the followings]

- | | | | | |
|-------|---|-----|----|---|
| 1. a) | Point out the importance and limitation of budget. | CO2 | R | 5 |
| 1. b) | Budget is an instrument of Managerial Control-Justify the statement. | CO2 | An | 5 |
| 2. a) | Write a short note on:
i) Value and Satisfaction. ii) Style and Fashion. iii). 4Ps of Marketing. | CO2 | R | 6 |
| 2. b) | Inspect profit and sales variation with the change of time in different stages of PLC. | CO2 | An | 4 |

Or,

- | | | | | |
|-------|---|-----|---|---|
| 2. a) | Write short note:
Bureaucratic control and decentralized control ii) Levels of control | CO2 | R | 6 |
| 2. b) | Differentiate various types of operation control with example. | CO2 | R | 4 |

Part B

[Answer the questions from the followings]

- | | | | | |
|-------|---|-----|-------|---|
| 3. a) | What is operation management? Explain five P's of operation management. | CO2 | R, An | 4 |
| 3. b) | You are supplied with the following information of a manufacturing Co. | CO2 | E | 6 |

Sample No.			Sample Size=5		
1	30	32	31	39	33
2	29	40	32	34	30
3	28	27	36	38	32
4	40	42	35	35	30
5	37	28	36	35	38
6	40	38	36	37	39
7	32	30	50	33	35

8	22	36	38	40	41
9	45	28	31	36	50
10	43	30	35	38	34
11	35	38	31	37	28
12	33	39	29	31	35
13	32	36	38	31	39

Assume $A_2 = 0.58$, $D_3 = 0$ and $D_4 = 2.11$. Design the control Charts for X & R Bar Chart. Make a decision for the given condition.

4. a) Define Layout? Mention the types of layouts and Show the relationship and difference between Process and Product Layout. CO2 R, 4
App

4. b) CO2 E 6

Task	Imm. predecessor	Task time (sec)
A	None	50
B	A	20
C	A	17
D	B	25
E	B, C	34
F	C	10
G	D, F	5
H	F	10
I	G	24
J	E, G	25
K	H, I, J	35

A Product is produced through this task network.

i) Draw a precedence diagram.

ii) Determine cycle time—Desired Output rate 64 units/hr

$$\text{Cycle time (sec./unit)} = \frac{\text{available time (sec./day)}}{\text{desired output (units/hr)}}$$

iii). Theoretical Minimum Number of stations.

iv). Bottleneck Task time & maximum Output.

v). Compute Efficiency & balance delay.

5. a) Write a short note on:
i). Dependent. ii). Partial Disablement. iii). Compensation CO3 U 5

5. b) Define Contract. "All agreements are not contracted" prove the statement with the justifications. CO3 R, 5
An

Or,

5. a) Write short note on:
i) PDCA Cycle. ii) 5W2H Method. iii) Bench Marking. CO3 R 5

5. b) Describe ISO 9001 & ISO9014. The philosophy of TQM is customer satisfaction; explain. CO3 R, 5
An

International Islamic University Chittagong
Department of Electrical and Electronic Engineering
B. Sc. Engineering in EEE
Semester End Exam, Autumn 22

Course Code: MGT-3601

Course Title: Industrial Management

Time: 2 hours 30 minutes

Full Marks: 50

- (i) The figures in the right-hand margin indicate full marks
(ii) Course Outcomes and Bloom's Levels are mentioned in additional Columns

Course Outcomes (COs), Program Outcomes (POs) and Bloom's Levels (BL) of the Questions			
CO	CO Statements	PO	BL
CO1	Explain the theories and principles of modern management and apply the concepts to the management of organizations in private and public sector.	POa	C1,C2
CO2	Understand how managers can effectively plan in today's dynamic environment	POb	C1,C3
CO3	Identify what strategies organizations might use to become more innovative and explain how the industrial company markets, price its products and also how the company deal with its social environment.	POc	C5,C6

Bloom's Levels (BL) of the Questions						
Letter Symbols	C1	C2	C3	C4	C5	C6
Meaning	Remember	Understand	Apply	Analyze	Evaluate	Create

Part A

[Answer the questions from the followings]

- | | | | | |
|-------|---|-----|----|---|
| 1. a) | Explain the purpose of controlling. Analyze different steps in control process. | CO2 | C4 | 5 |
| 1. b) | Discuss various forms of operation control. Compare different types of Budgets in an organization with example. | CO2 | C5 | 5 |
| 2. a) | Write short note: i) Needs, wants and demand; ii) Integrated marketing; iii) Target market, positioning and segmentation; iv) offerings and brands; v) value and satisfaction | CO2 | C1 | 5 |
| 2. b) | Compare profit and sales variation with the change of time in different stages of Product Life Cycle. | CO2 | C4 | 5 |

Or

- | | | | | |
|-------|--|-----|----|---|
| 2. a) | Write short note: i)Bureaucratic control and decentralized control ii) Levels of control | CO2 | C1 | 5 |
| 2. b) | Differentiate various types of operation control with example. | CO2 | C4 | 5 |

Part B

[Answer the questions from the followings]

- | | | | | |
|-------|--|-----|----|----|
| 3. a) | Describe the importance of production management in an industry. | CO2 | C2 | 5 |
| 3. b) | Discuss about the key differences between service and product. | CO1 | C4 | 5 |
| 4. | Describe the 4 P components of marketing mix. | CO3 | C1 | 10 |
| 5. | Write short notes on: Oil crisis due to Ukraine war, Importance of Padma Bridge, Chattogram Trade Fair and Kornofuli Tunnel. | CO1 | C2 | 10 |

Or

- | | | | | |
|-------|---|-----|----|----|
| 5. a) | Write short notes on: Bench Marking, ISO, Social Media Advertising and Management by Shura. | CO1 | C2 | 10 |
|-------|---|-----|----|----|

International Islamic University Chittagong
Department of Electrical and Electronic Engineering

Final Examination Spring-2019

Course Code: MGT-3601

Time: 2 hours 30 minutes

Program: B.Sc. Engg. (EEE)

Course Title: Industrial Management

Full Marks: 50

Part A

[Answer any two questions from the followings; figures in the right margin indicate full marks.]

- | | |
|---|---|
| 1(a). Explain Financial Market. | 1 |
| 1(b). Identify different types of control and what is the relationship between them? | 3 |
| 1(c). Discuss the steps of control. What steps should managers follow in setting goals? | 6 |
| 2(a). Explain Four P components of the marketing mix. | 5 |
| 2(b). Define Product Life Cycle? Discuss different stages of Product Life Cycle. | 5 |
| 3(a). Discuss the contingency factors in planning. | 3 |
| 3(b). Define investment and describe the types of investments. | 4 |
| 3(c). Define controlling and control process. What are the steps in control process. | 3 |

Part B

[Answer any three questions from the followings; figures in the right margin indicate full marks.]

- | | |
|--|----|
| 4(a). Discuss Industrial Relationship ordinance 1969. | 5 |
| 4(b). Discuss the Tender documentation tools. | 5 |
| 5(a). Define Contract. What are the essentials elements of a contract? | 5 |
| 5(b). Define Partnership. What are the rights of partner? | 5 |
| 6(a). What is ISO 9000? Briefly describe the documents of ISO 9000. | 4 |
| 6(b). A manager involved in some decisional activities, what are they? | 2 |
| 6(c). Describe five P's of operation management. | 4 |
| 7. Describe the provisions of welfare that should be provided in an organizational establishment according to Bangladesh Labor Act 2006. | 10 |

International Islamic University Chittagong

Department of Electrical and Electronic Engineering

Final Examination Spring-2018

Program: B.Sc. Engg. (EEE)

Course Code: MGT-3601

Course Title: Industrial Management

Time: 2 hours 30 minutes

Full Marks: 50

Figures in the right margin indicate full marks.

Part A

[Answer any two questions from the followings]

- | | | |
|------|---|---|
| 1(a) | What is Controlling and Why it is Important? | 3 |
| 1(b) | Show that Budget is an instrument of Managerial Control. | 3 |
| 1(c) | Make a list of measuring Actual Performance technic with benefits and drawbacks. | 4 |
| 2(a) | Write short note on: i) Style and Fashion. ii). 4Ps of Marketing. | 2 |
| 2(b) | Classify Marketing. Point out the entities that create scope of marketing. | 4 |
| 2(c) | How profit and sales change with time? Describe different stages of PLC. | 4 |
| 3(a) | What are the limitations of budget? | 2 |
| 3(b) | Make a plane to promote sales as a marketing Manager. | 4 |
| 3(c) | What is Exchange? You have an iPhone and you want to exchange with your friend. What are the conditions you should maintain for Exchanging? | 4 |

Part B

[Answer any three questions from the followings.]

- | | | |
|------|---|---|
| 4(a) | Discuss briefly the provisions of the Factories Act, 1965 relating to the health of the Workers. | 5 |
| 4(b) | "All Contracts are Agreement but all agreements are not contract"- explain the statement according to the elements of contract. | 5 |
| 5(a) | Write short note on:
i). Dependent. ii). Workman. iii). Wage. iv). Factory. | 4 |
| 5(b) | What is mean by Capacity of contract? | 2 |
| 5(c) | What is operation management? Describe five P's of operation management. | 4 |
| 6(a) | Define TQM. What are the objectives of TQM? | 2 |
| 6(b) | As a Bangladeshi Company how could you recognized ISO-9000? | 3 |
| 6(c) | You are supplied with the following information of a manufacturing Co. | 5 |

Sample No.	Sample Size=5				
1	30	32	28	35	33
2	26	40	29	34	30
3	28	27	36	38	32
4	40	42	35	25	30
5	20	28	36	35	38
6	40	38	36	37	39

Assume $A_2 = 0.58$, $D_3 = 0$ and $D_4 = 2.11$. Calculate UCL, CL & LCL for X chart and R chart.

- | | | |
|------|--|---|
| 7(a) | Product Layout is the Firstar Production process layout- Justify your answer with the characteristic of Product Layout. | 3 |
| 7(b) | A company is setting up an assembly line to produce 195 units per eight-hour Shift. The following table identifies the work elements, time and immediate-predecessors. | 7 |

Task	A	B	C	D	E	F	G	H	I	J
Imm. predecessor	None	A	D,E,F	B	B	B	A	G	H	C,I
Task time (sec)	40	80	30	25	20	15	120	148	130	115

- i) Determine desired cycle time..ii) Determine Theoretical Minimum Number of stations.
iv). Draw precedence diagram and Show your balance. vi) Compute Efficiency & balance delay.