

Industrial Management

P. Pages : 2

Time : Three Hours



KNT/KW/16/7581/7636

Max. Marks :80

- Notes :
1. All questions carry marks as indicated.
 2. Solve Question 1 OR Questions No. 2.
 3. Solve Question 3 OR Questions No. 4.
 4. Solve Question 5 OR Questions No. 6.
 5. Solve Question 7 OR Questions No. 8.
 6. Solve Question 9 OR Questions No. 10.
 7. Solve Question 11 OR Questions No. 12.
 8. Due credit will be given to neatness and adequate dimensions.
 9. Assume suitable data whenever necessary.

1. a) Explain Mc Gregor's theory X and theory Y about human nature. **6**
- b) Write in brief about the evaluation of scientific management. Mention the contribution of F.W. Taylor and Henry Fayol. **7**

OR

2. a) "Management Functions are universal. They are applicable to all the situations". Explain. **7**
- b) Explain the concept of 'Span of control'. **6**
3. a) Manpower planning plays very important role in business. Explain how and why? **7**
- b) What is the role of trade union in industries. **6**

OR

4. a) Define personnel management. Explain the function of personnel management. **6**
- b) What do you mean by training? Explain various methods of training. **7**
5. a) What are critical / essential features of good advertisement? How the advertisement affects the sale of product? **7**
- b) 'Customer is never at fault? Explain this statement with reference to modern marketing. **7**

OR

6. a) Define marketing management. What are the functions of marketing management? **7**
- b) What is market research? Explain the objectives of market research? **7**
7. a) Define "Budget and budgetary control", state advantages and disadvantages of budget. **6**
- b) What are the various sources of finance? Describe in brief, each of them with limitations and advantages. **7**

OR

8. a) Explain: 7
- a) Profit and loss statement.
 - b) Ratio analysis.
- b) What are the essentials of good financial statements? Explain the content of balance sheet. 6
9. a) Explain the objectives of plant layout. What are different types of plant layouts, explain with suitable example. 7
- b) What are causes of industrial accident? Explain how they can be prevented. 6

OR

10. a) What are objectives of material handling? What are the affecting factors for selection of material handling equipment's. 7
- b) Differentiate between process type of layout and product type of layout. 6
11. a) What is reverse engineering? Explain the role of reverse engineering in operation management. 7
- b) Explain 'supply chain management' in detail. 7

OR

12. Write short note on **any three**. 14
- a) Poka - Yoke method.
 - b) Just in time (JIT)
 - c) Value engineering.
 - d) Retail management.
