

**Industrial Management**

P. Pages : 2

**NKT/KS/17/7581/7636**

Time : Three Hours



Max. Marks : 80

- Notes :
1. Solve Question 1 OR Questions No. 2.
  2. Solve Question 3 OR Questions No. 4.
  3. Solve Question 5 OR Questions No. 6.
  4. Solve Question 7 OR Questions No. 8.
  5. Solve Question 9 OR Questions No. 10.
  6. Solve Question 11 OR Questions No. 12.
  7. Illustrate your answers whenever necessary with the help of neat sketches.

1. a) Explain in brief the principles & Evaluation of scientific management as discussed by F.W. Taylor. 7

b) Explain the functions of delegation of authority. 7

**OR**

2. a) What is the concept of need hierarchy theory of motivation. Explain this with its limitations & advantages. 7

b) Write short notes on:  
i) Span of control. 7  
ii) Leadership traits and types of leadership.

3. a) What is the role of trade union in industries? Explain. 6

b) Explain collective bargaining. 7

**OR**

4. a) Explain the steps of manpower planning. 6

b) Explain in detail the functions of personnel management. 7

5. a) Explain with example from FMCG goods product life cycle. 7

b) Write a note on market segmentation. 6

**OR**

6. a) What is market Research. Explain the steps carried out in market research. 7

b) Explain all channels of distribution with example. 6

7. a) Explain: 7

i) Profit and loss statement.

ii) Balance sheet and its contents.

b) Explain in detail Ratio Analysis.

7

**OR**

8. a) Write various sources of finance. Give Advantages of each.

7

b) Define financial management. Explain functions of financial management.

7

9. a) Explain principles of good plant layout.

6

b) Write note on.

7

i) Types of production.

ii) Causes of Accidents.

**OR**

10. a) Differentiate between any two types of plant layout.

6

b) Explain with neat sketch any two types of material handling equipment.

7

11. a) Define supply chain management. Explain its concept and its significance in global business competition.

6

b) What is value engineering? Explain it in brief.

7

**OR**

12. a) Write short notes on.

7

1) Poka Yoke.

2) Kaizen.

b) Explain Quality Circle and its importance in global market.

6

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