



[3563] – 203

**T.E. (Industrial) (Semester – I) Examination, 2009  
(2003 Course)**

**BUSINESS MANAGEMENT**

Time : 3 Hours

Max. Marks : 100

**Instructions :** 1) Answer 3 questions from Section I and 3 questions from Section II.

2) Answers to the **two** Sections should be written in **separate** books.

3) Neat diagrams must be drawn **wherever** necessary.

4) Black figures to the **right** indicate **full** marks.

SECTION – I

1. Define Management. Explain Henry Fayol's 14 principles of management. **(2+14)**

OR

2. a) Explain the concept of Organizations Structures. **8**

b) What are the contributions of Drucker in management ? **8**

3. Explain Herzberg's Theory of Motivation. What are the drawbacks of Herzberg's Theory ? **16**

OR

4. a) Write short note on Time Management. **8**

b) What are various techniques of performance management ? **8**

5. What is Demand Forecasting ? Explain the following techniques of forecasting with detailed example : Holt's Model, Winter's Model. **(2+8+8)**

OR

6. Write short notes on (**any three**) : **18**

a) Components of Demand

b) Chase Strategy V/s Level Strategy

c) Components of Demand

d) Capacity Planning.

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SECTION – II

7. Explain in details with examples the following techniques of scheduling : FCFS, DSRO, Critical Ratio, EDD, SPT, LPT. **18**
- OR
8. Compare the following material handling equipment with respect to their advantages, disadvantages and applications :
- a) Trucks and Conveyors
- b) Transport Equipment and Positioning Equipment. **18**
9. Explain in details the concept of Market Segmentation with suitable examples. **16**
- OR
10. Write short notes on :  
Advertising and Market Research. **16**
11. Define Communication. Explain the communication process with the help of block diagram. What are the barriers in communication ? **(2+7+7)**
- OR
12. Explain in details the various types of communication along with their advantages, disadvantages and applications. **16**
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B/1/09/50



**T.E. (Industrial) (Sem. – II) Examination, 2009**  
**PLANT ENGINEERING**  
**(2003 Course)**

Time : 3 Hours

Max. Marks : 100

- Instructions :** 1) Answer **three** questions from Section I and **three** questions from Section II.
- 2) Answers to the **two** Sections should be written in **separate** books.
- 3) **Neat** diagrams must be drawn **wherever** necessary.
- 4) **Black** figures to the **right** indicate **full** marks.

SECTION – I

1. a) What is the scope of Plant Engineering Function ? Explain in details. **10**
- b) What is effect of these functions on productivity ? **8**

OR

2. Compare and contrast the following layouts stating their advantages, disadvantages. **18**
- a) Product Layout
- b) Process Layout
- c) Fixed Position Layout
- d) Cellular Layout.
3. a) What are the factors that affect site selection ? Explain. **8**
- b) Explain the concept of Group Technology. **8**

OR

4. a) Explain Systematic Layout Planning Procedure with the help of a block diagram. **10**
- b) Illustrate the use of REL chart with a suitable examples. **6**



5. Write short notes on (**any four**) : 16
- a) Unit load principle in material handling
  - b) Objectives of material handling
  - c) Systematic handling analysis
  - d) AGVs
  - e) Material handling system design.

OR

6. a) What is TPM ? Explain the eight pillars of TPM. 10
- b) What are the different types of maintenance ? 6

SECTION – II

7. a) Explain Systematic Layout Planning Procedure with the help of a block diagram. 10
- b) Illustrate the use of PQRST with suitable examples. 8

OR

8. State whether the following statements are **true** or **false**. Justify your answer in brief. 18
- a) A hospital where a patient receives a number of medical services can be compared to a process type of layout.
  - b) Line layouts generally tend to have higher capital investment by way of machinery and equipment.
  - c) CORELAP, ALDEP and CRAFT are heuristics programmes that do not necessarily result in optimal solutions.
  - d) The final solution obtained by CRAFT is independent of the starting solution.
  - e) An important consideration in developing a product layout is to minimize the summation of (frequency of movements x distance) for the work centres involved in the layout.
  - f) The centroid assumption in CRAFT becomes less valid as the shape of the departments gets "less square"



9. A company is planning to manufacture tennis racquets has to decide on the location of the plant. Three locations are being considered viz. Mysore, Bangalore and Hosur. The fixed costs at the three locations are estimated to be Rs. 30 lakh, 50 lakh and 25 lakh per annum respectively. The variable costs are Rs. 300, Rs. 200 and Rs. 350 per unit, respectively. The expected sales price of the tennis racquet is Rs. 700 per unit. Find out

- a) The ranged of annual production/sales volume for which each location is most suitable (Support your answer with charts/graph).
- b) Which one of the three is best location at a production/sales volume of 18000 units.

16

OR

10. a) Compare and contrast the following layouts stating their advantages, disadvantages.

8

- Product Layout
- Process Layout

b) Explain various types of flow patterns.

8

11. Write short notes on (any four) :

16

- a) Types of Cranes
- b) Objectives of Material Handling
- c) Industrial Trucks
- d) Two Principles of Material Handling
- e) Types of Conveyors

OR

12. a) Differentiate between breakdown-, preventive-, and predictive maintenance.

10

b) What is the significance of maintenance manuals ?

6