



RN-6287

**B. E. II (Sem. III) (T.T./T.P.) Examination**  
**May / June – 2010**  
**Industrial Organisation & Management**

Time : 3 Hours]

[Total Marks : 100

**Instruction :**

(1)

नीचे दशावलि निशानीवाणी विगतो उत्तरवही पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="B. E. 2 (Sem. 3) (T.T./T.P.)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Industrial Organisation &amp; Management"/>	<input type="text"/>
Subject Code No. : <input type="text" value="6"/> <input type="text" value="2"/> <input type="text" value="8"/> <input type="text" value="7"/>	<input type="text"/>
Section No. (1, 2,...): <input type="text" value="1&amp;2"/>	
Student's Signature	

- (2) Attempt **all** questions.
- (3) Answers to **two** sections must be written in **separate** answer books.
- (4) Figures to the **right** indicate full marks of the question.
- (5) Each section carries 50 marks.

**SECTION - I**

- 1 (a) Answer the following in only **one** paragraph or as directed : 10
  - (i) Define 'Management'.
  - (ii) Enumerate different steps in planning process.
  - (iii) Line diagram of Control function.
  - (iv) Enumerate different approaches to Leadership.
  - (v) Pyramid of Maslow's theory of motivation.
- (b) Discuss briefly various functions of management. 6
- 2 Explain why planning is called primary function of management. How do you differentiate between goals and objectives? Give examples. 16

**OR**

- 2 What do you understand by the term organizing? 16  
What are the important principles of sound organization?

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[Contd...

- 3** Write short notes on : (any two) **18**
- (a) Scientific Management
  - (b) Styles of leadership
  - (c) Line and staff Organization
  - (d) Effective communication.

### **SECTION - II**

- 4** (a) Write a paragraph on following or do as directed : **10**
- (i) Define delegation
  - (ii) Line diagram of functional organization
  - (iii) Enumerate barriers to communication
  - (iv) Three main differences between marketing and selling.
  - (v) What is Grievance?
- (b) Briefly discuss advantages of decentralization. **6**
- 5** What is 'Control' function? How it is related with other functions of Management? **16**

**OR**

- 5** Discuss the various stages through which marketing has evolved to the present stage. What will be the future orientation in performing marketing activities? **16**
- 6** Write short notes on : (any two) **18**
- (a) Marketing mix
  - (b) Financial Management
  - (c) Trade Union Act
  - (d) Coordination.
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