



ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL - 2009

INDUSTRIAL MANAGEMENT

SEMESTER - 8

Time : 3 Hours ]

[ Full Marks : 70

GROUP - A

( Multiple Choice Type Questions )

1. Choose the correct answer for any ten of the following : 10 × 1 = 10

i) The objective of Marketing Management is

- a) to increase profite
- b) to increase sales volume
- c) to increase customer's satisfaction
- d) none of these.

ii) Control chart for variables is

- a) Fraction Defective Chart ( *p*-chart )
- b) Range Chart ( *R*-chart )
- c) Number of Defects Chart ( *c*-chart )
- d) None of these.

iii) Under Selective Inventory Control, VED analysis defines VED as

- a) Value, Engineering and Design
- b) Vital, Essential and Desirable
- c) Volume, Economy and Demand
- d) None of these.

iv) Financial Management deals with

- a) satisfying the needs of the customers
- b) procurement and utilization of funds
- c) training and development of the employees
- d) designing user friendly products.

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- v) According to Maslow's Need Hierarchy, the last level of needs includes
- a) Esteem needs
  - b) Needs for foods, clothing & shelter
  - c) Need for self actualization
  - d) Social needs.
- vi) Essential element of TQM is
- a) Meeting customers' requirements
  - b) Continuous improvement
  - c) Empowerment of employees
  - d) All of these.
- vii) Productivity means
- a) increase in output keeping input unchanged
  - b) increase in output increasing input
  - c) decrease in output decreasing input
  - d) none of these.
- viii) EOQ is a particular order size at which
- a) carrying costs become minimum
  - b) ordering costs become minimum
  - c) total inventory costs become minimum
  - d) all of these costs are minimum.
- ix) FSN analysis is required to control
- a) Quality of the product
  - b) Inventory
  - c) Industrial disputes
  - d) All of these.
- x) In communicatin, barriers arisen from the linguistic capacity of the parties involved are called as
- a) Emotional barriers
  - b) Semantic barriers
  - c) Organizational barriers
  - d) Personal barriers.

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- xi) Inherent capacity which an organization can use to gain strategic advantages over its competitors is known as its
  - a) Strength
  - b) Opportunity
  - c) Stability
  - d) All of these.
  
- xii) The fourteen principles of management are given by
  - a) F. W. Taylor
  - b) Elton Mayo
  - c) Henry Fayol
  - d) Peter Drucker.

**GROUP - B**

**( Short Answer Type Questions )**

Answer any *three* of the following.

3 x 5 = 15

- 2. Differentiate between Recruitment and Selection.
- 3. State the concept of six sigma.
- 4. How is Selling different from Marketing ?
- 5. Highlight the communication process.
- 6. Write down the basic roles and functions of management.

**GROUP - C**

**( Long Answer Type Questions )**

Answer any *three* questions.

3 x 15 = 45

- 7. a) State the main objectives of Trade Union.
- b) Briefly discuss the functions of Trade Union.
- 8. a) How is Maslow's theory related to ERG Theory ?
- b) Highlight the main criticisms of Herzberg theory
- 9. a) A company uses 2000 units per annum of special studs in the manufacture of its products. The studs are procured from a local manufacturer at a basic price of Rs. 10 each. The procurement cost per order is Rs. 20 and inventory-carrying cost is 20%. The supplier offers following discount on the basic price for order quantities of :

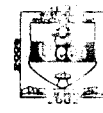
Order Quantity	Discount
400 - 799	2%
800 - 1599	4%
1600 & above	6%

What quantity should be ordered to optimize cost ?

- b) What are the two costs associated with inventory management ?

12 + 3

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10. a) Classify the items into A, B and C categories :

Item Description	Annual consumption ( Units )	Price per unit ( Rs. )
1	3,000	200
2	6,000	20
3	200	500
4	200	12.50
5	350	9
6	6,000	25
7	4,000	10
8	3,000	7

b) Derive the basic formula for Economic Order Quantity for model without shortage. 10 + 5

11. a) What are the different types of production system ?

b) How does production planning differ from production control ?

c) State the functions of production planning. 4 + 5 + 6

12. Write notes on any two of the following : 2 × 7

a) Total Quality Management

b) Performance Appraisal

c) VED Analysis of inventory control

d) BCG Matrix.

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END

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