



ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2008
INDUSTRIAL MANAGEMENT
SEMESTER - 6

Time : 3 Hours]

[Full Marks : 70

Graph sheet is provided on Page 31.

GROUP - A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) Who is known as the father of Administrative Management ?
- | | | |
|-----------------|------------------------|--------------------------|
| a) F. W. Taylor | b) Elton Mayo | |
| c) Henri Fayol | d) Federick Harbision. | <input type="checkbox"/> |
- ii) When authority flows from the top executives to the lower level of Employees, it is known as
- | | | |
|----------------------------|-----------------------|--------------------------|
| a) Functional Organisation | b) Staff Organisation | |
| c) Formal Organisation | d) Line organisation. | <input type="checkbox"/> |
- iii) The Production which has definite beginning and definite end is known as
- | | | |
|-----------------------|---------------------|--------------------------|
| a) Project Production | b) Job Production | |
| c) Batch Produccion | d) Mass Production. | <input type="checkbox"/> |
- iv) Which one is not the elements of Marketing Mix ?
- | | | |
|------------|-------------|--------------------------|
| a) Product | b) Price | |
| c) Place | d) Packing. | <input type="checkbox"/> |
- v) EOQ means
- | | | |
|-----------------------------|----------------------------|--------------------------|
| a) Excess Order Quantity | b) Economic Order Quantity | |
| c) Exempted Order Quanntity | d) none of these. | <input type="checkbox"/> |

VI-267244 (4-A)



vi) Which method of analysis is used for determining Criticality of items ?

- a) VED Analysis
- b) ABC Analysis
- c) FSN Analysis
- d) A combination of FSN and ABC Analysis.

vii) Which one of the following is an exceptional Motivating factor ?

- a) Punishment
- b) Promotion
- c) Participation
- d) Increase in salaries.

viii) Mechanisation of material handling increases

- a) output cost
- b) handling cost
- c) efficiency and economy in handling
- d) none of these.

ix) A budget that consists of a series of budgets for different level of activity is known as

- a) Fixed Budget
- b) Flexible Budget
- c) Master Budget
- d) none of these.

x) Which one is not the component of working capital ?

- a) Closing inventory
- b) Sundry Debtors
- c) Sundry Creditors
- d) Investment.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. a) Discuss briefly about three main principles of theory of bureaucracy.

b) What is meant by differential piece rate system ?

3 + 2

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3. Name three different kinds of managerial skills. How much are they relevant at different levels of management ? 1 + 4
4. Define Performance Appraisal. What are its objectives ? 1 + 4
5. Define Mass Production. Why is it called series production ? 4 + 1
6. Derive graphically or equationally EOQ quantity with three major assumptions. 5

GROUP - C

(Long Answer Type Questions)

Answer any *three* questions.

3 × 15 = 45

7. a) Write briefly about three basic phases of modern marketing concept.
- b) 10 samples of 100 bolts are taken at random and the number of defectives in each sample are noted below :

Sample No. :	1	2	3	4	5	6	7	8	9	10
No. of defects :	18	12	6	15	2	20	14	10	8	6

Draw a *p*-chart for defective taking 3 σ control limits.

5 + 10

8. a) Differentiate between Consumers' risk and Producers' risk. Explain this by OC curve.
- b) A manufacturer requires rivets at an approximately constant rate of 2500 kgs per year. The cost of rivets is Rs. 40 per kg. The Company's Purchase manager estimates that the carrying cost of inventory is 10% per year. Procurement cost is Rs. 200 per order :
 - i) Determine EOQ.
 - ii) How frequently should orders be placed ?
 - iii) Calculate the total cost of inventory. 7 + 8
9. a) What are Quality Circles ? What benefit can an organization achieve by organizing these circles ?
- b) Define Total Quality Management. What are the basic principles of which the concept is based ? 7 + 8
10. a) Discuss briefly the contribution made by 'Fredrick Winslow Taylor' in the field of Scientific Management.
- b) Define theory X and Theory Y of motivation. 10 + 5

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11. a) What is Economic Order Quantity ? What is the importance of EOQ in inventory control ?
- b) Give the concepts of shortage cost, inventory cost and ordering cost. Give two examples of each.
- c) You have to supply your customers of 100 units of a certain product every Monday. You obtain the product from a local supplier of Rs. 60 per unit. The cost of ordering and transportation from the supplier are Rs. 150 per order. the cost of carrying inventory is estimated at 15% per year of the cost of the product carried. Determine the lot size which will minimize the cost of the systems.

5 + 6 + 4

END

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