

(CSE/IT 421)

IV/IV B.Tech. DEGREE EXAMINATION, APRIL 2005.

(Examination at the end of Fourth Year of  
4 Year Course)

Second Semester

INDUSTRIAL MANAGEMENT

Time : Three hours                      Maximum : 70 marks

Answer Question No. 1 compulsorily. (1 × 14 = 14)

and ONE question from each Unit. (4 × 14 = 56)

1. Write a brief note on :

- (a) Line organization
- (b) Joint Stock Company
- (c) Concept of Interest
- (d) Present worth factor
- (e) Depreciation
- (f) Inspection by attributes and inspection by variables
- (g) Break Even Point
- (h) Job design
- (i) ABC analysis

- (j) Advertising Vs Publicity
- (k) Market research
- (l) Long range planning (vs) short range planning
- (m) ISO-9000
- (n) Market segmentation.

#### UNIT I

2. (a) Examine the truth and fitness of scientific nature in F.W. Taylor's writings on scientific school of management thought.
- (b) Discuss the role of co-ordination as a function of management.

Or

3. (a) Distinguish between private limited and public limited companies with reference to their characteristics.
- (b) Give the salient features of joint stock company.

#### UNIT II

4. (a) Write a short note on break even analysis.
- (b) The following data are available for the existing equipment and the proposed equipment to replace the existing one. Determine if the replacement is recommended.

Factors	Existing equipment	Proposed equipment
Cost in Rs.	1,500 (market value)	10,000 (installation cost)
Scrap value in Rs.	500	1,000
Annual operating cost in Rs.	5,000	3,500
Interest rate per year	10%	10%
Life of equipment	1 year	9 year

Or

5. (a) Describe the different methods of depreciating in details.

(b) What is the present worth of a series of 15 years end payments of Rs. 1,000 each when the first payment is due today the rate of 5% interest?

### UNIT III

6. (a) What is acceptance sampling? At what conditions do you opt for sampling instead of 100% inspection?

(b) 10 samples each of size 50 of a pipe were inspected in pressure testing. The results of the inspection are given below :

Sample No. :	1	2	3	4	5	6	7	8	9	10
No. of defectives :	2	3	2	0	2	3	2	1	2	3

Draw a 'p' chart and state your conclusion.

Or

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7. (a) Discuss different styles of leadership.  
(b) Describe Maslow's need hierarchical motivation theory.

UNIT IV

8. (a) Write a short note on ABC Analysis.  
(b) Explain briefly the functions of inventory. An item is demanded at the rate of 2000 units per year at uniform rate. Ordering cost is Rs. 350 per order. Inventory carrying cost is 24% of the unit price per year. The supplier has offered a unit price of Rs. 100 per item but he is willing to reduce it to Rs. 95 per item if a purchase order of 1000 units or more is placed. Should you accept this offer?

Or

9. (a) Discuss the product life cycle of the following products by choosing any brand of your choice :  
(i) Readymade cereals  
(ii) Land phones.  
(b) List out principles of branding.