

Total No. of Questions—12]

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S.E. (Production) (II Sem.) EXAMINATION, 2010

INDUSTRIAL ORGANISATION AND MANAGEMENT

(2008 COURSE)

Time : Three Hours

Maximum Marks : 100

- N.B. :- (i) Answer 3 questions from Section I and 3 questions from Section II.
- (ii) Answers to the two Sections should be written in separate answer-books.
- (iii) Use of calculator is allowed.
- (iv) Figures to the right indicate full marks.
- (v) Answer one question from 1 & 2, 3 & 4, 5 & 6, 7 & 8, 9 & 10, 11 & 12,

SECTION I

UNIT I

1. (a) Explain briefly the 14 principles of modern scientific management. [10]
- (b) Describe matrix organization. Which of the organization principles are violated in this structure ? [6]

P.T.O.

Or

2. (a) Explain why has Frederick W. Taylor been called "Father of Scientific Management." [8]
- (b) Which of the principles of organization are violated in line and functional organization ? How line and staff organization overcomes these limitations ? [8]

## UNIT II

3. (a) Explain Herzberg's motivators-hygiene theory. Why are motivators and hygiene factors considered separate and distinct from each other. Also explain major criticism of this theory. [8]
- (b) Discuss the concept of managerial grid in leadership. [6]
- (c) What do you mean by group cohesion ? Explain factors which increase group cohesion. [4]

Or

4. (a) What do you mean by situational theories of leadership, how they are different from trait and behavioural theories. Discuss situational variables considered by Fiedler in his contingency theory. [10]
- (b) Explain McGregor's theory X and theory Y of motivation. What are its implications for motivational practices ? [8]

### UNIT III

5. (a) Discuss the basic elements of business plan. [10]
- (b) An entrepreneur has current sales of 50,000 units with sales of Rs. 5,00,000. If variable cost per unit and fixed cost are Rs. 5 and Rs. 70,000 respectively. Find :
- (i) Break-even point
- (ii) Margin of safety
- (iii) Suggest increase in the sales, if the entrepreneur thinks of reducing the price by 20% without any change in variable cost, fixed cost and profit. [6]

Or

6. (a) Define entrepreneur and entrepreneurship. What are the different growth strategies available to an entrepreneur ? Discuss. [10]
- (b) An entrepreneur has business of producing circuit breaker. The fixed cost of land, building etc is Rs. 40,000 and the variable cost is Rs. 10 per unit. If the selling price is Rs. 20 per unit, what should be the minimum operating level for no profit no loss ? If the business is operating at preset level and production is 8,000 units, what is the profit and margin of safety. [6]

## SECTION II

### UNIT IV

7. (a) Define marketing and discuss the steps in marketing management process. [8]
- (b) Describe the major decisions involved in developing an advertising program. [8]

Or

8. (a) List and explain the stages in buyer decision process. [8]
- (b) What do you mean by sales promotion? Explain various sales promotion tools. [8]

### UNIT V

9. (a) What do you mean by recruitment and selection? Explain selection process in detail. [8]
- (b) Explain various types and methods of training. [8]

Or

10. (a) Define manpower planning. Discuss various steps in manpower planning process. [8]
- (b) Define training and development. What are the various objectives and benefits of training and development? [8]

## UNIT VI

11. (a) Define job evaluation. Explain point method of job evaluation. [8]
- (b) Briefly enumerate the provisions of Factory's Act, 1948 ensuring safety of the workers. [6]
- (c) Standard or allowed time for a job is 2 hours and workers are paid at hourly rate of Rs. 35. A worker took 1.2 hours less than allowed time.

Find out by Rowan plan :

- (i) Bonus and wage of the worker
- (ii) Compare above values to bonus and wage under 50-50 Halsey plan. [4]

Or

12. (a) Define wage as per Payment of Wages Act, 1936. Explain deductions which an employer is authorized to make from the wages of worker under this act. [8]
- (b) Define merit rating. List down methods of merit rating and explain any *two* of them. [6]
- (c) An worker is employed to manufacture M.S. pins at wage rate 40 Rs/hour. Standard or allowed time is 2.5 hours. What is the guaranteed wage to be paid to him. If he finishes the job in 80 minutes what is bonus and wage to be paid to him. Use 75-25 Halsey plan. [4]