

Total No. of Questions—**12**

[Total No. of Printed Pages—**4**

**[4062]-138**

**S.E. (Production) (Second Semester) EXAMINATION, 2011**

**INDUSTRIAL ORGANIZATION AND MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 100**

- N.B. :**— (i) Answer any *one* question from each Unit.
- (ii) Answers to the two Sections should be written in separate answer-books.
- (iii) Neat diagrams must be drawn wherever necessary.
- (iv) Use of electronic pocket calculator is allowed.
- (v) Assume suitable data, if necessary.
- (vi) Figures to the right indicate full marks.

**SECTION I**

**Unit I**

1. (a) Explain Joint stock company with merits and demerits. [8]
- (b) Explain :
- (i) Matrix organization;
- (ii) Project organization. [8]

P.T.O.

*Or*

2. (a) Explain the functions of an organization. [6]
- (b) Discuss evolution of management practices with reference to contributions of F.W. Taylor and Henry Fayol. [10]

## **Unit II**

3. (a) Explain Maslow's theory of need hierarchy. What are its limitations ? [10]
- (b) Discuss the nature of group dynamics which prevail in informal organization and its impact on individual and organizational effectiveness as a whole. [8]

*Or*

4. (a) Explain McClelland's theory of achievement, affiliation and power. [10]
- (b) Discuss trait theory of leadership. What are its limitations ? [8]

## **Unit III**

5. (a) Explain break-even analysis and its need in entrepreneurship. [8]
- (b) Explain the following sources of finance : [8]
- (i) Venture capitalist;
- (ii) Angel investors.

*Or*

6. (a) Explain various government supporting agencies to finance entrepreneurial activities. [8]
- (b) Discuss the various obstacles inhibiting entrepreneurship. [8]

## **SECTION II**

### **Unit IV**

7. (a) Discuss the key elements of a customer-driven marketing strategy. [8]
- (b) Describe, how marketing strategies change during the product's life-cycle. [8]

*Or*

8. (a) What is customer equity ? How can a company increase its customer equity ? [8]
- (b) Define product and the major classification of products. [8]

### **Unit V**

9. (a) What is Human Resource Management ? Discuss its scope and nature. [8]
- (b) Explain various types of external sources of recruitment. [8]

*Or*

10. (a) Define selection and describe various steps in the selection procedure. [8]

- (b) What are aims and objectives of Human Resource Management ?  
Who is responsible for this function ? [8]

## **Unit VI**

- 11.** (a) Define Wage. Explain any *three* wage incentive plans. [10]  
(b) Explain various law enforcing authorities under the Industrial Disputes Act, 1947. [8]

*Or*

- 12.** (a) Explain factor comparison method of job evaluation. [8]  
(b) Briefly enumerate the provisions of Factory's Act, 1948 related to health and welfare of the workers. [10]