

Total No. of Questions—12]

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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]