Roll	<i>No.</i> :	•••••	•••••	•••••	•••••
Invi	gilato	r's St	gnature:	••••••	•••••
CS/	B.TEC	H (CS	e)/IT/EEE/EE(O), EE(N)	/EIE(O)/C	T/ICE/SEM-8/HU-802/2010
			201	LO	
			INDUSTRIAL M	ANAGI	EMENT ,
Tim	e Allo	tted	: 3 Hours		Full Marks: 70
		Th	e figures in the marg	in indica	te full marks.
Co	ındid	ates (are required to give th as far as pr	~ ·	vers in their own words e.
			GROU	P – A	
			(Multiple Choice	Type Qu	estions)
1.	Cho	ose 1	the correct alternativ	res for a	ny ten of the following:
	:				$10\times1=10$
	i)	'Hie	erarchy Theory of Mo	tivation	was professed by
		a)	F. W. Taylor	b)	Abraham Maslow
		c)	Henry Fayol	d)	Elton Mayo.
:	ii)	X 8	Y theory was creat	ed by	
		a)	McGregor	b)	A. Maslow
		c)	P. F. Drucker	d)	F. W. Taylor.
	iii)	Wh	en communication	flows fr	om lower level to upper
		leve	el, it is known as		
	•	a)	Downward commu	nication	
		b)	Upward communic	ation	
		c)	Formal communica	ition	

[Turn over

c)

d)

Oral communication.

			the state of the s				
iv)	Trade Union Act was passed in the year						
	a) 1965	b)	1926				
	c) 1950	. d)	1980.				
v)	Henry Fayol concentrated	on					
	a) Productivity	b)	Top level				
	c) Middle	d)	Upper level.				
vi)	What is the concept th	lds that consumer will					
	prefer products that are widely available and						
	inexpensive called?						
	a) Production concept		Product concept				
	c) Marketing concept	d)	Selling concept.				
vii)	Luther Gulick states seven functions of management						
	under the catch word						
	a) PODSCORB	b)	PDOSCORB				
	c) DOPSCORB	d)	PSCORBOD.				
viii)	Planning is						
	9	- b)					
	c) guiding peple	d)					
ix)	Which function of the management is the basic of all						
	other functions?						
	a) Controlling	b)	Staffing				
	c) Planning	d)	Directing.				
x)	The Wage Boards appointed by the Government and						
	usually consist of number	_					
	a) 5	b)	7				
	c) 10	d)	12.				
xi)		inancial management deals with					
	a) satisfying the needs of customer						
	b) training and development of employees						
	c) procurement and utilization of fund						
	d) designing user-friend	dly pro	oducts.				
xii)	Decision making helps in						
	a) improving efficiency						
	b) increasing profits		garta ese estado estado de la composição d La composição de la compo				
	c) achieving organisation		al				
	d) implementing a police	y.	en e				

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

- 2. Briefly discuss the theory of Motivation of Maslow.
- 3. State the benefits of Performance Appraisal.
- 4. State the concept of 'Delegation of Authority'.
- 5. How do you overcome the barriers in communication?
- 6. Mention the basic element of Marketing Mix.

GROUP - C

(Long Answer Type Questions)

Answer any three of the following.

 $3 \times 15 = 45$

- 7. a) Define TQM.
 - b) Write down the essential elements of TQM.
 - c) Explain the benefits of TQM.

2 + 5 + .8

- 8. a) Define the concept of Industrial Relation.
 - b) State the factors affecting industrial relations.
 - c) What are the causes of industrial dispute? State the steps that have been taken by the Government to prevent industrial disputes. 2 + 5 + 8
- 9. a) Discuss briefly the concept of *ABC* analysis in Material Management.
 - b) ABC Co. wants to buy a product, the price discount is as follows:

Quantity	Unit Price (Rs.)		
Less than 500	12		
500 but less than 1600	11.80		
1600 but less than 4000	11.60		

CS/B.TECH (CSE)/IT/EEE/EE(O), EE(N)/EIE(O)/CT/ICE/SEM-8/HU-802/2010

Annual demand for the material is 8000 kg, ordering cost per order is Rs. 12 and stock holding cost is 20% of the cost of material per annum. You are required to compute the best ordering quantity and total annual inventory capital. 5 + (5 + 5)

- 10. a) State the advantages of SQC over mass inspection.
 - b) The following are the quantity of a finished product from 5 samples of a shampoo manufacturing company. The specification limit for a bottle is 60 ± 1 ml. Construct \bar{X} and R chart and examine whether the process is under control or not.

For this sample size $A_2 = 0.729$, $D_3 = 0$, $D_4 = 2.282$.

Sample No.	Quantity			
	X_1	X_2	X_3	X_4
1	60.6	62	60.4	61
2	61	59.5	59.8	60.5
3	60.3	59	59.5	60
4	60.3	60.5	61	59.4
5	61.2	64	62	60

5 + 5

- 11. Write short notes on any three of the following:
- 3×5
- a) General OC curve on acceptance sampling
- b) Mass production and flow production /
- c) VED & FSN analysis
- d) Random and assignable causes
- e) BCG matrix.