

Total No. of Questions—12]

[Total No. of Printed Pages—3

[3862]-138

S.E. (Production) (Second Semester) EXAMINATION, 2010
INDUSTRIAL ORGANISATION AND MANAGEMENT
(2008 COURSE)

Time : Three Hours

Maximum Marks : 100

N.B. :— (i) Answer any *three* questions from Section I and any *three* 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

1. (a) Define Organization. Explain functions of organization. [8]
(b) What do you mean by joint stock company ? Discuss types, advantages and limitations. [8]

Or

2. (a) Define Co-operative Organization. State objectives, advantages and limitations of co-operative enterprises. [8]
(b) Explain project organization with advantages and disadvantages. [8]

P.T.O.

3. (a) Discuss styles of leadership. Which *one* is preferable and why ? [8]
- (b) Explain Vroom's expectancy theory of motivation. [8]

Or

4. (a) Define Group Dynamics. Discuss various types of groups. [8]
- (b) Explain Maslow's theory of need hierarchy. Compare it with Herzberg's two factor theory. [8]

5. (a) Discuss any *four* sources of finance for an entrepreneur. [9]
- (b) Explain the following in break-even analysis with chart : [9]

- (i) Break-even point
- (ii) Margin of safety
- (iii) Angle of incidence

Or

6. (a) What does bank look for in a business plan ? When does a bank reject a business plan ? [9]
- (b) Define entrepreneur, entrepreneurship. Explain various qualities of an entrepreneur. [9]

SECTION II

7. (a) Discuss the major factors that influence the buyer behaviour. [8]
- (b) Describe various stages of product life cycle. [8]

Or

8. (a) Explain various steps in marketing research. [8]
(b) Explain various brand development strategies. [8]
9. (a) Define human resource management. Explain its objectives. [8]
(b) Explain sources of recruitment with advantages and limitations. [8]

Or

10. (a) List and explain various functions of human resource management. [8]
(b) Define Selection. Explain steps in selection procedure. [8]
11. (a) Define the term Worker and discuss briefly the provisions relating to the welfare of worker under Factories Act 1948. [8]
(b) List and explain any *two* merit-rating methods. [6]
(c) Explain Halsey Plan for payment of wages. [4]

Or

12. (a) Define wage. Discuss imposition of fine and penalty under the Payment of Wages Act 1936. [8]
(b) Explain various steps in job evolution process. [6]
(c) Explain Rowan plan for payment of wages. [4]