

Code: AE-16/AC-17/AT-20

Subject: INDUSTRIAL MANAGEMENT

JUNE 2007

Time: 3 Hours

Max. Marks: 100

NOTE: There are 9 Questions in all.

- Question 1 is compulsory and carries 20 marks. Answer to Q. 1. must be written in the space provided for it in the answer book supplied and nowhere else.
- Out of the remaining EIGHT Questions answer any FIVE Questions. Each question carries 16 marks.
- Any required data not explicitly given, may be suitably assumed and stated.

Q.1 Choose the correct or best alternative in the following: (2x10)

- a. Ability to see the organization as a whole to recognise their inter- relationships among different functions of the business and external forces and to guide effectively the organizational efforts is known as:
- | | |
|---------------------------|------------------------|
| (A) Technical Skill | (B) Conceptual Skill |
| (C) Decision Making Skill | (D) Organisation Skill |
- b. Grouping of activities of similar nature under departments / sections / divisions is the process of:
- | | |
|--------------------------|----------------|
| (A) Personnel Management | (B) Staffing |
| (C) Coordinating | (D) Organising |
- c. Organisational Development uses _____ to guide and effect the change.
- | | |
|------------------|---------------------|
| (A) Line Manager | (B) Chief Executive |
| (C) Change Agent | (D) Supervisor |
- d. The assumption that most persons must be coerced, controlled, directed or threatened with punishment so that they start putting efforts to achieve goals of the organization, is part of
- | | |
|--------------------------|----------------------------------|
| (A) Theory 'Y' | (B) Scientific Management Theory |
| (C) Neo-classical Theory | (D) Theory 'X' |
- e. _____ give an idea of mental quickness or quickness of perception and general knowledge of an applicant.
- | | |
|------------------------|-----------------------|
| (A) Aptitude Tests | (B) Personality Tests |
| (C) Intelligence Tests | (D) Achievement Tests |
- f. A worker having more than one year of continuous service under an employer, when laid off, shall get compensation equal to _____% of the total of his basic wages and DA, subject to certain limitations.

- (A) 25% (B) 33.3%
(C) 40% (D) 50%

g. _____ is a technique used for Executive Development.

- (A) Sensitivity Training
(B) Apprentice Training
(C) Vestibule Training
(D) Training by Skilled & Experienced Staff

h. Test employed to make decision on the basis of small information available from sample is known as:

- (A) Estimation (B) Test of Probability
(C) Sample Testing (D) Significance Testing

i. Inventories are part of a firm's

- (A) Block Capital (B) Working Capital
(C) Fixed Capital (D) Reserves

j. Incentives to distributors and others to hold stocks of company products is known as:

- (A) Trade Promotion (B) Sales Force Promotion
(C) Product Promotion (D) Consumer Promotion

**Answer any FIVE Questions out of EIGHT Questions.
Each question carries 16 marks.**

Q.2 a. Staffing has been recognised as a distinct and important function of management. Define Staffing and describe the role of staffing in an enterprise.

(8)

b. Explain Market Research? Describe some of the techniques used in market Research to collect data. **(8)**

Q.3 a. What is Span of Control? Why is it important in an organisational structure? What are the considerations determining the Span of Control.

(8)

b. Line Organization is the simplest form of organization structure. Explain its advantages and disadvantages.

(8)

Q.4 a. What are the differences between Organizational Development and Management Development? Describe the steps in organizational Development.

(8)

b. Explain Motivation and Morale? How do you motivate the employees in the organization?

(8)

Q.5 a. Discuss the importance of employment tests in selection of employees. What are the characteristics of a good employment test? **(8)**

b. Training of employees is essential in any organization. Discuss the objectives and need for training. **(8)**

Q.6 a. How does strike differ from picketing? What are the causes and effects of strikes in industry? **(8)**

b. Write briefly on the various methods employed in settling industrial disputes with State intervention. **(8)**

Q.7 a. Briefly explain the concept of productivity and its calculation. Discuss the factors effecting productivity in manufacturing and services sectors. **(8)**

b. What is TQM? What are its objectives? Discuss the key element of customer satisfaction in TQM. **(8)**

Q.8 a. What are the differences between PERT & CPM? Discuss the application of Network techniques to simple engineering problems. **(8)**

b. From the following data, calculate

- (i) P/V Ratio
- (ii) Profit when sales are Rs. 20,000 and
- (iii) New Break-even-point if selling price is reduced by 20%.

Fixed expenses	Rs. 40,000	
Break-even point	Rs. 10,000	(8)

Q.9 a. Briefly discuss about budget as a means of planning, coordination and control. **(8)**

b. Electronics Ltd. furnishes the following information for 10,000 TV valves manufactured during the year 2004 :-

	Rs.
Material	90,000

Direct Wages	60,000
Power and Consumable Stores	12,000
Factory Indirect Wages	15,000
Lighting of Factory	5,500
Defective Work (cost of rectification)	3,000
Clerical Salaries and Management Expenses	33,500
Selling Expenses	5,500
Sale proceeds of Scrap	2,000
Plant Repairs & Maintenance and Depreciation	11,500

The profit earned is Rs.8.20 per unit

You are required to prepare the Cost sheet for the year 2004 showing various elements of cost per unit; and the sale price per unit. **(8)**