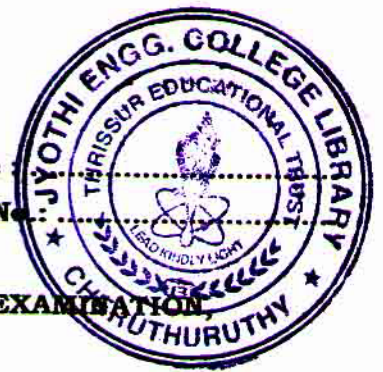


29177

Name :

Reg. No. :



**SEVENTH SEMESTER B.TECH (ENGINEERING) DEGREE EXAMINATION,
NOVEMBER 2012**

**EC 2K 701 - INDUSTRIAL MANAGEMENT
EC/AI/CS/EE/IC/IT 2K 701 / PTEE 2K 503**

Time : Three Hours

Maximum : 100 Marks

PART - A

Answer all questions.

- I (a) What are the reasons for wage differences of workers?
(b) What are the objectives of cost Accounting?
(c) Explain line, military and scalar organization.
(d) Explain the various types of advertising.
(e) What is marginal cost and differential cost?
(f) Define Quality. What are the key elements of Total Quality Management.
(g) What is authority and delegation?
(h) Explain the span of control.

(8 x 5 = 40 Marks)

PART - B

MODULE - I

- II (a) Analyse the essential steps involved in the control functions.
(Or)
(b) (i) Explain the decision making under risk.
(ii) In decision making what is Min-Max Inventory Control?

MODULE - II

- III (a) Explain in detail about ISO 9000 quality system.
(Or)

Turn over

- (b) A small project is composed of seven activities given below. Drag the project network, find the expected duration of all the activities and what is the expected project length in months.

Activity	t_0	t_m	t_p (months)
1 - 2	1	1	7
1 - 3	1	4	7
1 - 4	2	2	8
2 - 5	1	1	1
3 - 5	2	5	14
4 - 6	2	5	8
5 - 6	3	6	15

MODULE - III

- IV (a) Comment on the objectives and scope of market research.

(Or)

- (b) What are the methods of training and procedure of training?

MODULE - IV

- V (a) (i) A person invests a sum of Rs.5,000 in a bank at a nominal interest rate of 12.5% for 10 years. The compounding is quarter. Find the maturity amount of deposit after 10 years.
- (ii) A factory producing 150 electric bulbs a day, involves direct material cost of Rs.250, direct labour cost of Rs.200 and factory overheads of Rs.225. Assuming a profit of 10% of the selling price and selling on cost (overhead) 30% of the factory cost, calculate the selling price of one electric bulb.

(Or)

- (b) The following figures for profit and sales are obtained from the accounts of Malabar Co. Ltd.

Year	Sales	Profit
2005	40,000	5,000
2006	55,000	6,500

Calculate :

- p/v Ratio
- Fixed cost
- Break - even sales
- Profit sales Rs.60,000.
- Sales to earn a profit of Rs.7,000.

(4 x 15 = 60 Marks)