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Name.....

Reg. No.....

**SEVENTH SEMESTER B.TECH. (ENGINEERING) DEGREE  
EXAMINATION, DECEMBER 2008**

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

**Time : Three Hours**

**Maximum : 100 Marks**

**Part A**

*Answer all questions.*

- (a) Define Scientific Management. What are the techniques used to determine a fair day's work ?
- (b) What is meant by Directing ? Briefly explain the Elements of Directing.
- (c) Enumerate the recent trends in operation management relating to global competition.
- (d) Explain the advantages of PERT and CPM in Project Management.
- (e) Distinguish between Marketing and Selling.
- (f) What is meant by Training ? Sketch out the different training methods. What are the needs behind Training ?
- (g) What is meant by Financial Accounting ? Explain the stages of Accounting process.
- (h) Explain the Time value of money. State the bases for comparity worthiness of a project.

(8 × 5 = 40 marks)

**Part B**

**Module I**

1. Define Leadership. Explain the Managerial Grid, Life-cycle and Path Goal theories of Leadership.

*Or*

2. Define Decision-making. Explain its types, styles and the personal aspects of decision-making.

**Module II**

3. What is a new product ? State and explain the New Product Development strategy and its process.

*Or*

**Turn over**

4. The following table shows the jobs of a network along with their time estimates :—

Job	: 1-2	1-6	2-3	2-4	3-5	4-5	6-7	5-8	7-8
a (days)	: 1	2	2	2	7	5	5	3	8
b (days)	: 7	5	14	5	10	5	8	3	17
c (days)	: 13	14	26	8	19	17	29	9	32.

- Draw the project network.
- Calculate the project length.
- Find the probability that the project is completed in 10 days and 35 days.
- Find the earliest and latest event times for all the activities.
- Find the expected variance of the project length.

### Module III

5. State the Buying objectives and explain the factors to be considered buying and the Elements, problems in Assembling and Assembling of manufactured goods.

Or

6. Define Recruitment. Bring out the recruitment strategies, sources of recruitment. Why do organisations prefer Internal Sources ?

### Module IV

7. From the following information to Quick Standards Ltd., you are required to find out :

- Contribution.
- BEP in Units.
- Margin of Safety.
- Profit :

Total Fixed Costs = Rs. 4,500.

Total variable costs = Rs. 7,500.

Total Sales = Rs. 15,000

Units sold = Rs. 5,000

- Also calculate the volume of sales to earn a profit of Rs. 6,000.

Or





8. Data for Straight Line Method : —

Cost of the equipment = Rs. 20,000.

Scrap value = Rs. 1,000.

Estimated Life = 8 years.

Find out the ROD of the equipment after 8 years.

Data for Declining Balance Methods : —

Cost of a machine is = Rs. 60,000.

Scrap value at the end of the 10 years is = Rs. 12,000.

Calculate :

(i) Fixed percentage of depreciation.

(ii) Depreciation in first Two and Last Two years.

(4 × 15 = 60 marks)