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Name.....

Reg. No.....

**SEVENTH SEMESTER B.TECH. (ENGINEERING) DEGREE EXAMINATION  
DECEMBER 2007**

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

(New Scheme)

Time : Three Hours

Maximum: 100 Marks

**Part A**

Answer all questions.

1. (a) Define Management. State the skills required by the Managers. Distinguish between Efficiency and Effectiveness.
- (b) State the steps involved in Managerial Decision-Making. What are the Ten Commandments of Management ?
- (c) What are the different types of Production ? Point out the internal and external factors affecting Plant Layout.
- (d) State the steps involved in Project selection and write a note on classification of Projects.
- (e) Point out the factors involved in Scientific advertising and Kinds of Copy form.
- (f) Define the basic concepts of Wage and Salary Administration briefly. What are the objectives of Wage and Salary Administration ?
- (g) Write a note on Standard Costing and the advantages of Variance Analysis.
- (h) Explain the following concepts :—
  - (i) Depreciation.
  - (ii) Scrap value.
  - (iii) Obsolescence.
  - (iv) Depletion.
  - (v) Book-value.

(8 × 5 = 40 marks)

**Part B**

Answer one question from each module fully.

**MODULE I**

1. "The Art of Management consists in applying the process of Management in Practice"—Explain.  
Or
2. Discuss the prerequisites of Effectiveness of Matrix organisation and its advantages and disadvantages. What are the characteristics of a Committee Organization and its types ? Explain the merits and demerits of Committee Organisation.

**MODULE II**

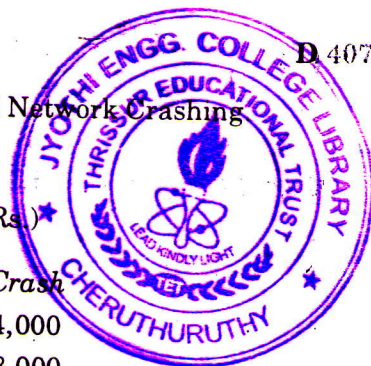
3. What are the reasons behind Product design ? Explain the factors Influencing Product Design and characteristics of Product Design.

Or

Turn over

4. Determine the Time-Cost ratio for each activity in a network and Network Crashing

<u>Illustration</u> Activity	<u>Time (in Weeks)</u>		<u>Cost (in Rs.)</u>	
	Normal	Crash	Normal	Crash
1-2	6	4	10,000	14,000
1-3	4	3	5,000	8,000
2-4	3	2	4,000	5,000
3-5	8	6	9,000	8,000
4-5	7	4	7,000	8,000
	Total Cost		<u>35,000</u>	<u>47,000</u>



### MODULE III

5. Trace the Evolution of Stages of Marketing concept and discuss the concept of Marketing-M

Or

6. State and explain the various Job Evaluation method with numerical examples.

### MODULE IV

7. (a) Define Costing. State the Need for Cost Accounting. Why Cost Accounting is necessary?

(6 marks)

- (b) A factory producing 150 electric bulbs a day, involves material Cost of Rs. 250, direct labour cost of Rs. 200 and factory overheads of Rs. 225. Assuming a profit of 10% of Selling price and Selling on cost (overhead) 20% of the factory cost, calculate the Selling price of an electric bulb.

(9 marks)

Or

8. Delta Airlines has the monthly Seating Capacity of 20,000 passengers on one of its routes at a fare of Rs. 170. Variable cost is Rs. 20 per passenger and Fixed cost of Rs, 6,000. Find

- Break-even Quantity.
- Break even Sales.
- Break even Percentage of Capacity.
- Suppose that sets a profit target of the route at Rs. 4,00,000, what would be required profit before tax to achieve this Profit target (Tax rate = 46%).

[4 × 15 = 60 marks]