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Name.....

Reg. No.....

**SEVENTH SEMESTER B.TECH. (ENGINEERING) DEGREE  
EXAMINATION, DECEMBER 2006**

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

Time : Three Hours

Maximum : 100 Marks

**Part A**

*Answer all questions.*

1. (a) Trace out the basic principles laid down by the classical school of Management.
- (b) Define Scientific Management. What are the important techniques of Scientific Management ?
- (c) Summarize the factors involved in intermediate planning.
- (d) Briefly explain the factors involved in decision-making.
- (e) Highlight the need for leadership in an organisation.
- (f) State the various factors behind the nature of communication.
- (g) Define Quality. What are the Garvin's five approaches to quality ?
- (h) What is six sigma ? What are the types of quality problems ?

(8 × 5 = 40 marks)

**Part B**

**MODULE I**

2. (a) Explain the types of skills and roles played by the Managers in an organisation.

*Or*

- (b) Is Management a profession ? Give arguments for and against professionalisation of Management.

**MODULE II**

3. (a) Define MBO. Explain its stages, steps involved in setting objectives and the advantages and disadvantages of MBO process.

*Or*

- (b) Explain the following decision-making techniques :—

- |                                |                            |
|--------------------------------|----------------------------|
| (i) Brain storming.            | (ii) Synetics.             |
| (iii) Nominal Group Technique. | (iv) The Delphi technique. |

**MODULE III**

4. (a) Define Motivation. Discuss the application of Motivation Theory in Management.

*Or*

- (b) What is meant by Leadership Styles ? Discuss the three basic of Styles of Leadership.

**Turn over**

## MODULE IV

5. (a) Define Control. State the steps involved in the control process. Why control is needed? Explain the factors involved in financial control.

Or

- (b) Explain PDSA cycle and discuss the problem solving methods for process improvement.

(4 × 15 = 60 marks)