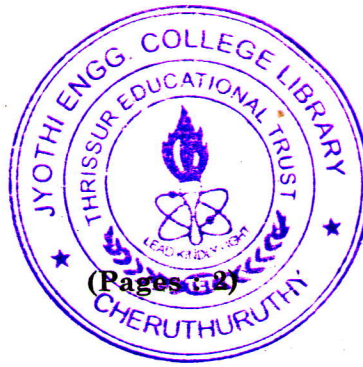


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Name.....

Reg. No.....

**SEVENTH SEMESTER B.TECH. (ENGINEERING) DEGREE
EXAMINATION, DECEMBER 2005**

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

Time : Three Hours

Maximum : 100 Marks

Part A

Answer all questions.

1. (a) Distinguish between Forecasting and Planning. What are the limitations of planning ?
- (b) Explain the key elements of organisation process.
- (c) What does product Design do ? Briefly explain the importance of Product Design.
- (d) Define Quality. What are the key elements of Total Quality Management ?
- (e) What are the objectives of Marketing ? State the importance of Marketing.
- (f) Bring out the various schemes that comes under the sales promotion at Dealer's level.
- (g) Explain the objectives of Financial Accounting.
- (h) Can the standard cost more than actual cost ? If so, state the reasons for it.

(8 × 5 = 40 marks)

Part B

Answer one question from each Module fully.

MODULE I

1. What is meant by Scientific Management ? State the objectives of Scientific Management. Point out the experiments done by F.W. Taylor and explain the principles of Scientific Management.

Or

2. Discuss the important methods of Evaluation of Alternatives.

MODULE II

3. Define a project. Discuss the way to identify it. Elaborate the procedure to be followed to finally select a project.

Or

4. A project has the following schedule :

Activity	Time	Activity	Time
1 - 2	2	4 - 6	3
1 - 3	2	5 - 8	1
1 - 4	1	6 - 9	5
2 - 5	4	7 - 8	4
3 - 6	8	8 - 9	3
3 - 7	5		

Construct PERT Network and compute and

- (a) Critical path and its duration.

Turn over

- (b) Total float for each activity and also find the minimum number of cranes the project must have for its activities 2 – 5, 3 – 7 and 8 – 9 without delaying the project. Then is any change required in PERT Network ? If so, indicate the name.

MODULE III

5. Distinguish between Marketing Research and Market Research. Explain the Aims, Elements Functions, classifications and steps involved in Marketing Research.

Or

6. What is meant by Recruitment ? What is the most important source recruitment for sons-of-the soil ? Which of the sources is more important for recruiting software professionals ?

MODULE IV

7. (a) A person invests a sum of Rs. 5,000 in a bank at a nominal interest rate of 12 % for 10 years. The compounding is quarter. Find the maturity amount of the deposit after 10 years.

(7½ marks)

- (b) A person who is now 35 years old is planning for his retired life. He plans to invest an equal sum of Rs. 10,000 at the end of every year for the next 25 years starting from the end of the next year. The Bank gives 20% interest rate, compounded annually. Find the maturity value of his account when he is 10 years old.

(7½ marks)

Or

8. A company has purchased an equipment whose first cost is Rs. 1,00,000 with an estimated life of 8 years. The estimated salvage value of the equipment at the end of its life time is Rs. 20,000. Determine the depreciation charge and book value at the end of the various years using :

- (a) The straight line method.
- (b) Declining Balance method.
- (c) Sum of the years Digits method.

(4 × 15 = 60 marks)