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AT PIA

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Name.....

Reg. No.....



**SEVENTH SEMESTER B.TECH. (ENGINEERING) DEGREE
EXAMINATION, NOVEMBER 2004**

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

(New Scheme)

Time : Three Hours

Maximum : 100 Marks

Part A

Answer all questions.

Each question carries 5 marks.

1. What are the factors governing decision-making ?
2. What are the principles of direction ? Explain.
3. State the three time estimates of PERT and give examples.
4. What are the factors come into light in the course of project execution ?
5. Distinguish between Marketing and Selling.
6. Explain the different kinds of advertising copy.
7. What is break-even analysis ? Point out the formula behind determination of break-even sales.
8. State the advantages and disadvantages of Marginal costing.

(8 × 5 = 40 marks)

Part B

Answer one question from each module fully.

Each question carries 15 marks.

MODULE I

1. Discuss the Plus and Minus of Functional, Committee and Matrix organisations.

Or

2. Describe in detail procedure of "Decision-making". Give examples of decision-making under certainty and uncertainty.

MODULE II

3. What are the requirements of a good design ? Explain the factors to be considered while designing a product.

Or

4. Explain different phases of project management and distinguish between PERT and CPM.

Turn over

MODULE III

5. What is meant by Training ? What are its objectives ? Explain its importance and its process and methods.

Or

6. Define Wages. What is the difference between wages and incentives ? Discuss the advantages and disadvantages of Time and Piece rates.

MODULE IV

7. State and explain the importance and responsibilities of financial management.

Or

8. XYZ Company has the following details :—

Fixed cost	=	Rs. 20,00,000
Variable cost per unit	=	Rs. 100
Selling price (unit)	=	Rs. 200

Find :

- The break-even sales quantity.
- The break-even sales.
- If the actual production quantity is 60,000 find (i) Contribution ; and (ii) Margin of safety by all methods.

(4 × 15 = 60 marks)