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(Pages : 2)

Name: _____

Reg. No. _____



SEVENTH SEMESTER B.TECH. (ENGINEERING) DEGREE
EXAMINATION, DECEMBER 2003

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

Time : Three Hours

Maximum : 100 Marks

Part A

Answer all questions.

1. Define Management. What are called principles ? State the salient features of management.
2. Sketch out the levels of management.
3. Write a note on Mass Production.
4. Explain briefly 5 ideas of Total Quality Management.
5. Bring out the widely used methods in collecting primary data.
6. Define Advertising. What are the different types of advertising ?
7. Point out the various objectives of Accounting.
8. Define Depreciation. What are the causes for depreciation ?

(8 × 5 = 40 marks)

Part B

Answer one question from each module fully.

MODULE I

9. What is meant by organisation structure ? Discuss the advantages and disadvantages of different types of organisations.

Or

10. Define Motivation. Describe the contributions of Maslow, Herzberg and Douglas McGregor and McClelland.

MODULE II

11. Write an essay on production planning with specific reference to Product planning, Engineering planning and Facility planning.

Or

12. A small maintenance project consists of 12 activities which take place according to the following conditions :

Activity	Preceding activity
b, c, d	a
e, f	b
g	c
h	f
i	g, h
j	g, h, a, d
k	d
l	i, j, k

Turn over

The time taken to complete each activity (in hours) is as follows:

Activity	:	a	b	c	d	e	f	g	h	i	j	k	l
Time (in hours)	:	3	4	5	6	2	1	7	4	3	5	6	2

Draw a project network and calculate the critical path.

MODULE III

13. Explain the term Product Life-cycle. Examine its importance in marketing.

Or

14. Discuss the various methods of Job Evaluation.

MODULE IV

15. Point out the notations used in various interest formula. A person deposits a sum of Rs. 20,000 at the rate of interest of 18 % compounded annually for 10 years. Find the maturity value after 10 years.

Or

16. The following figures are given for the year 2001 and 2002 :—

Item	2001	2002
Sales (units) ...	60,000	1,00,000
Fixed cost (Rs.) ...	10,000	20,000
Variable cost (Rs.) ...	30,000	40,000

Find :

- The contribution and net profit for 2001, 2002.
- The P/V ratio.
- The BE point with the help of P/V ratio.
- The margin of safety with the help of P/V ratio.

(4 × 15 = 60 marks)