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Eighth Semester B.E. Degree Examination, June / July 2013
Industrial Management

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions, selecting atleast TWO question from each part.

PART – A

1.
 - a. List out pioneers of different schools of management thought. Briefly explain the contributions of F.W. Taylor and F.B. Gilbreth to the development of school of management thought. (10 Marks)
 - b. What do you mean by liability? Write briefly the difference between private limited and public limited companies. (06 Marks)
 - c. Enumerate different forms of public sector organizations. Explain the salient features of any one form of government organization. (04 Marks)
2.
 - a. Write briefly on different dimensions of Quality. (05 Marks)
 - b. What do you mean by “cost of quality”? Explain different quality costs, with suitable examples. (05 Marks)
 - c. Write different quality control methods used in the industry. (05 Marks)
 - d. Define the following terms : i) Standardization ii) SQC iii) Value Engineering
iv) Variety reduction v) Quality. (05 Marks)
3.
 - a. Explain construction and use of control charts for variables. (08 Marks)
 - b. With a neat sketch, explain different types of patterns present in control charts. (08 Marks)
 - c. Distinguish between the following :
i) Control limits and specification limits ii) Variables and attributes iii) Type – I error and Type – II error iv) Chance cause and Assignable cause. (04 Marks)
4.
 - a. Explain different steps in method study, with a suitable example. (06 Marks)
 - b. Explain briefly the principles of motion economy. (08 Marks)
 - c. What are the objectives of training and development? Explain briefly various forms of training and development. (06 Marks)

PART – B

5.
 - a. Define motivation. Explain and compare F. Herzberg theory of motivation and Maslow’s theory of motivation. (08 Marks)
 - b. Explain Hawthorn studies and its important findings. (06 Marks)
 - c. Write theory – X and theory – Y of motivation. (06 Marks)
6.
 - a. Explain briefly skinner’s behavoiur modification approach. (04 Marks)
 - b. Explain skills of manager at various level in the organization. (04 Marks)
 - c. Explain the terms “Directing” and “Controlling”, with reference to behavioral approach. (06 Marks)
 - d. What do you mean by “changing”, with respect to behavoiural management? Write various steps in the “changing process”. (06 Marks)

- 7 a. Explain in detail “The Process Management” and “Process Analysis”, with a suitable example. **(06 Marks)**
- b. What are major process decisions in an organization? Explain them in detail, with a suitable example. **(06 Marks)**
- c. Explain the following terms :
- i) Vertical Integration ii) Resource flexibility iii) Process design
- iv) Capital Intensity. **(08 Marks)**
- 8 a. Discuss the role of ‘Technology Management’ in improving business performance. **(04 Marks)**
- b. Enumerate various stages in Research and Development. Discuss them briefly. Write various guidelines used in implementing R and D. **(08 Marks)**
- c. Write various Areas of Technology management. **(08 Marks)**
