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Srinivas Institute of Technology
Library, Mangalore

06ME81

Eighth Semester B.E. Degree Examination, May/June 2010
Industrial Management

Time: 3 hrs.

Max. Marks:100

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

PART - A

- 1 a. Explain the characteristics of 'scientific management'. Discuss further, any two schools of management thought. (10 Marks)
- b. Explain different types of private sector organizations with respect to their formation, risk involved and advantages perceived. (10 Marks)
- 2 a. Explain the meaning of quality and quality improvement. Write about the objectives of 'quality control' and functions of 'quality control department' of an organization. (10 Marks)
- b. Discuss in detail : i) quality costs ii) legal aspects of quality iii) quality philosophy iv) value engineering. (10 Marks)
- 3 a. What are 'control charts for variables'? Explain 'process out of control' and 'process in control' with respect to these charts. (10 Marks)
- b. Explain these attribute charts :
i) Attribute charts for defective items (P – chart) ii) Attribute charts for number of defects per unit (C – chart). (10 Marks)
- 4 a. Describe the procedure for motion study and the principles of 'motion economy' in detail. (10 Marks)
- b. Discuss in detail 'industrial hygiene', 'major job risks', 'safety regulations' and 'safe practices'. (10 Marks)

PART - B

- 5 a. Explain X and Y theory and Herzberg's motivation hygiene theory referred under 'motivation' theories in management. (10 Marks)
- b. Discuss i) Maslow's theory of hierarchy of human needs ii) Incentives as 'motivators'. (10 Marks)
- 6 a. Explain the contribution of Elton Mayo to 'human relations management'. How are psychological factors important in building an organization? (10 Marks)
- b. Discuss directing, changing and controlling the behaviour of employees in an organization. (10 Marks)
- 7 a. What is 'process planning'? What are the steps involved? Comment on the overall process management of an organization, citing examples and listing the factors involved. (10 Marks)
- b. Explain customer involvement in an organisation's working. Can the customer influence the process management decisions? Comment. (10 Marks)
- 8 a. Discuss the primary areas covered by technology management and role of technology management in improving business performance. (10 Marks)
- b. Explain these terms : i) R and D stages and technology fusion ii) Technology strategy and implementation guidelines. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg, 42+8 = 50, will be treated as malpractice.

