

GANPAT UNIVERSITY
B. Tech. Semester IVth (ALL branches)
CBCS Regular Examination May 2014
2OS401: Industrial Management

Time: 3 Hours

Total Marks: 70

Instruction:

1. Answer to the question of each section must be written in separate answer books.
2. Figure to the right indicate marks.
3. Conventional terms / notations are used.
4. All the questions are compulsory.

Section – I

- Que. 1** (a) Explain management process in detail. 6
- (b) What is the role of industrial manager? List the factors make the job of industrial manager more difficult. 6

OR

- Que. 1** (a) Explain *Directing* as a function of management. 6
- (b) Write a short note on following principles of organization: 6
1. Communication and its types
 2. Balance, stability and flexibility

- Que. 2** (a) Enlist and explain the features of modern organization theory. 5
- (b) Explain the process of Organization in detail. 6

OR

- Que. 2** (a) With the help of figure, illustrate the model of simplified production system. 5
- (b) Illustrate how following factors would affect the production: 6
1. plant site
 2. plant layout
 3. Research and development

- Que. 3** (a) List out the different steps involved in the selection process. 6
- (b) What is housekeeping? Explain the necessity of good housekeeping 6

Section – II

- Que. 4 (a) Describe in detail, the two types of personnel welfare. 6
(b) Explain any six methods of training. 6

OR

- Que. 4 (a) Explain the two types of interviews in detail. 6
(b) Explain any six employment tests that are included in the selection process. 6

- Que. 5 (a) Give the difference between old economy and new economy of marketing? 5
(b) Explain the objective, scope and application of standardization for material management. 6

OR

- Que. 5 (a) Explain some important labour laws applicable to workmen. 5
(b) Explain the sections of lay-off and retrenchment of workman in private sector. 6

- Que. 6 (a) Define product. Give the types of products. Explain product items, line and mix with necessary examples. 6
(b) Explain in detail the four P's and 4 C's of marketing. 6

END OF PAPER