

Total No. of Questions : 12]

SEAT No. :

P2924

[4958]-159

[Total No. of Pages : 3

**T.E. (Electronics Engg)
INDUSTRIAL MANAGEMENT
(2008 Course) (Semester - II) (304210)**

Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:

- 1) *Answer 3 questions from Section – I and 3 questions from Section – II.*
- 2) *Answers to the two Sections should be written in separate books.*
- 3) *Neat Diagram must be drawn wherever necessary.*
- 4) *Figures to the right indicate full marks.*
- 5) *Assume suitable data, if necessary.*

SECTION - I

- Q1)** a) State and explain F.W. Taylor's Theory of Scientific management. [8]
- b) What are the different managerial levels? Elaborate on the different skills required at each level. [8]

OR

- Q2)** a) Discuss various practices followed in management theory. [8]
- b) What do you mean by "Quality Management"? State different phases in quality management. [8]

- Q3)** a) Explain Mintzberg's 5 Ps of strategy. How these will be useful in developing a robust business strategy? [8]
- b) Draw and explain Ishikawa diagram with a proper example from Industry. [8]

OR

P.T.O.

- Q4)** a) Explain the following levels of strategy – [8]
- i) Corporate
 - ii) Business
 - iii) Functional
 - iv) Operational
- b) Prepare the Environmental Threat and Opportunity Profile (ETOP) of a manufacturing industry. [8]
- Q5)** a) Explain the basic philosophy of Total Quality Management (TQM). What are the limitations of this technique? [9]
- b) Explain the 5s Quality Management Standards. [9]

OR

- Q6)** a) Explain the importance of ISO 14001:2004 quality management system standards. [9]
- b) Select any one type of industry; carry out its SWOT analysis in detail? Explain the importance of SWOT analysis? [9]

SECTION - II

- Q7)** a) Define fixed capital and working capital? What are financial sources to raise these capitals? [8]
- b) Explain the role of Securities & Exchange Board of India (SEBI). [8]

OR

- Q8)** a) Draw the standard graph of Break Even Analysis and define the following terms: [8]
- i) Break even point
 - ii) Contribution per unit
 - iii) Margin of Safety
 - iv) Marginal cost
- b) With the help of an example, explain the Critical Path Method in Project Management. [8]

Q9) Write short notes (any 3)

[18]

- i) Objectives of HRM
- ii) Recruitment and Selection strategies
- iii) Management information system
- iv) JIT

OR

Q10)a) Explain significance of training and development.

[9]

b) Write Short notes on:

[9]

- i) Executive Management
- ii) Talent acquisition

Q11)a) What do you understand by “Supply Chain Management (SCM)”? Explain the various stages in SCM.

[8]

b) List different types of e-Commerce. Explain B2B in detail.

[8]

OR

Q12)a) What is MIS? Explain its purpose and objectives with suitable example.

[8]

b) Define ERP and ERP systems? What are its benefits? What are the difficulties in implementing ERP?

[8]

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