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Roll No. : .....

**337833(37)**

**B. E. (Eighth Semester) Examination,  
Nov.-Dec. 2021**

**(New Scheme)**

**(Mech. Engg. Branch)**

**INDUSTRIAL ENGINEERING & MANAGEMENT**

*Time Allowed : Three hours*

*Maximum Marks : 80*

*Minimum Pass Marks : 28*

*Note : Attempt all questions. Part (a) of each question is compulsory. Attempt any two parts from (b), (c) and (d) of each question.*

**Unit-I**

1. (a) Mention any four objectives of industrial engineering. 2
- (b) What are the factors on which the site selection of a steel plant depends upon? Discuss. 7

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- (c) What are the objectives and the principles of plant layout? 7
- (d) What are the different types of layout? Explain 7
- (i) Combination Layout and
- (ii) Fixed Place Layout

**Unit-II**

2. (a) Mention any four objective of work study? 2
- (b) What are flow process charts? Explain the different kinds of flow process charts. 7
- (c) Discuss the principles of motion economy. 7
- (d) Discuss the procedure of carrying out method study. 7

**Unit-III**

3. (a) What are the different types of incentives? 2
- (b) Describe ranking method of job evaluation and state its advantages and limitations. 7
- (c) What are the characteristics of a good wage system and what are the factors influencing the wage systems? 7

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- (d) Write short notes on : 7
- (i) Rowan Plan
- (ii) Emerson's Efficiency Plan

**Unit-IV**

4. (a) What is "Job Enlargement"? 2
- (b) Discuss the objectives and the function of management. 7
- (c) Explain the methods of Recruitment and Selection. 7
- (d) Explain Maslow's "Need Hierarchy Theory". 7

**Unit-V**

5. (a) What is meant by "Book Keeping"? 2
- (b) Explain the different sales promotion techniques. 7
- (c) Draw a Break-Even Graph. Explain the information obtained from a break-even chart. What is the significance of Break even analysis? 7
- (d) How advertising is a key tool for sales promotion? Explain. 7