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Roll No. :

337516(37)

APR-MAY

B. E. (Fifth Semester) Examination, 2020

(Old Scheme)

(Mech. Engg. Branch)

INDUSTRIAL MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 28

Note : Attempt all questions. Part (a) of all question is compulsory and attempt any two parts out of part (b), (c) and (d).

Unit-I

1. (a) Define Industrial Management. 2
- (b) Explain the objectives of planning. 7

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(b) Differentiate between authority and responsibility. 7

(d) Describe social responsibility and social responsibilities. 7

Unit-II

2. (a) What is meant by Human Resource Management? 2

(b) Differentiate between recruitment and selection. 7

(c) Explain Maslow hierarchy of needs. 7

(d) Describe job enrichment and job enlargement. 7

Unit-III

3. (a) What is meant by book keeping? 2

(b) Differentiate between advertising and sales promotion. 7

(c) Explain briefly about capital budgeting. 7

(d) Explain break even analysis. 7

Unit-IV

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4. (a) Write the definition of management information system. 2

(b) Describe integrated system. 7

(c) Explain the subsystems of management information system (MIS). 7

(d) Write short note on evolution and effectiveness of information system. 7

Unit-V

5. (a) Write definition of flexibility in management. 2

(b) What are the types of flexibility and its application in management of modern organization? 7

(c) Give the details of SWOT analysis. 7

(d) Write the need and characteristics of technology management. 7

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