

**337833(37)**

**B. E. (Eighth Semester) Examination, 2020** <sup>APR-MAY</sup>  
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**(New Scheme)**

**(Mech. Engg. Branch)**

**INDUSTRIAL ENGINEERING & MANAGEMENT**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 28***

***Note : Part (a) of each question is compulsory.***

***Attempt any two parts from (b), (c) and (d)***

***in each question.***

**Unit-I**

1. (a) Define Industrial Engineering as per AIIE. 2
- (b) Explain the place of Industrial Engineering in an organization. 7

- (c) Explain the factors on which site selection depends upon. 7
- (d) Explain different types of plant layout in brief. 7

**Unit-II**

- 2. (a) What are the steps of method study? 2
- (b) What are the principles of motion economy related to human body, work place and design of tools and equipment? 7
- (c) Explain all the therblings along with symbol, letter symbol, color code and explanation. 7
- (d) Why is it necessary to give allowances? What are the different type of allowances? 7

**Unit-III**

- 3. (a) Define Job Evaluation? 2
- (b) Enumerate the various steps involved in Job Evaluation procedure. 7
- (c) Explain different methods of merit rating. 7

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- (d) Write short notes on : 7
- (i) Halsey 50-50 plan
  - (ii) Rowan plan

#### Unit-IV

4. (a) What are the various steps in selection? 2
- (b) Differentiate between authority and responsibility. 7
- (c) Explain various stages of career growth. 7
- (d) Explain Maslow's need hierarch theory of motivation. 7

#### Unit-V

5. (a) Differentiate between advertisement and sales promotion. 2
- (b) Explain the terms "Micro" and "Macro" marketing environment. 7
- (c) Explain in brief the factors on which the choice of channels of distribution depends. 7
- (d) Explain Break-Even Analysis with neat sketch. 7