

**B.TECH SEM - III (2007 COURSE) (INF. TECH.) : SUMMER -
2018**

SUBJECT: INDUSTRIAL MANAGEMENT

Day: **Tuesday**
Date: **22/05/2018**

S-2018-2580

Time: **02.30 PM TO 05.30 PM**
Max. Marks: 80

N.B.:

- 1) **Q. No. 1 and Q. No. 5 are COMPULSORY.** Out of remaining attempt **ANY TWO** question from each section
- 2) Answer to both the sections should be written in **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.
- 4) Assume suitable data, if necessary.

SECTION – I

- Q.1** a) Explain principles and types of committees. (05)
b) What are the principles of plant layout? (05)
c) Which factors deciding sources selection? (04)
- Q.2** a) Explain the principles of Organization in detail. (07)
b) Discuss factors deciding selection of type of business organization. (06)
- Q.3** a) Describe concept and factors governing plant location. (07)
b) Explain the concept of elasticity of demand. (06)
- Q.4** a) Explain the selection process of new employee in detail. (07)
b) Write a note on Employee motivators. (06)

SECTION – II

- Q.5** a) Explain in brief working capital. (05)
b) Describe moving average method of sales forecasting. (05)
c) What do you understand by E-Commerce? (04)
- Q.6** a) What is Overhead? Discuss types of overheads. (07)
b) Elaborate financial statement in detail. (06)
- Q.7** a) What is Advertising? Explain functions, objectives and types of advertising. (07)
b) Discuss methods of sale promotion. (06)
- Q.8** a) What are the different factors contributing to the failure of entrepreneurial ventures? (07)
b) Define retailing. Discuss current trends in retailing. (06)

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