

WINTER - 2017
B.Tech.Sem-IV (2007 Course) Computer Engg.

SUBJECT: INDUSTRIAL MANAGEMENT

Day: Monday
Date: 20-11-2017

W-2017-2405

Time: 2:30 P.M. to 5:30 P.M.
Max. Marks: 80

N.B.:

- 1) Q. No. 1 and Q. No. 5 are **COMPULSORY**. Out of the remaining attempt **ANY TWO** questions from Section - I and Section - II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer books.
- 4) Use of non programmable **calculator** is **ALLOWED**.
- 5) Draw neat and labeled diagrams **WHEREVER** necessary.
- 6) Assume suitable data, if necessary.

SECTION - I

- Q.1** a) Write short note on: Joint stock company. (05)
b) What are principles of good plant layout? (05)
c) Write short note on quality control. (04)
- Q.2** a) Explain various types of business organization. (07)
b) What are different levels of management? Explain in detail. (06)
- Q.3** a) Explain laws of demand and supply with a neat diagram. (07)
b) What are factors affecting plant location? (06)
- Q.4** a) What is total quality management (TQM)? Explain in detail. (07)
b) What is inventory? Explain various types of inventories. (06)

SECTION - II

- Q.5** a) What is financial accounting? Enlist objectives of financial accounting. (05)
b) Write short note on marketing Mix. (05)
c) Write short note on E-Governance. (04)
- Q.6** a) What is budget? Explain types of budget in detail. (07)
b) Explain with a neat diagram Break Even Analysis. (06)
- Q.7** a) What is Market segmentation? Explain in detail. (07)
b) Explain the concept of Marketing Research and Service Tax. (06)
- Q.8** a) What is Research Methodology? Explain the process of research in detail. (07)
b) What is MIS? Enlist applications of MIS in various functional areas of management. (06)

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