

28/11/13

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B.E./B.TECH (FULL TIME) DEGREE – END SEMESTER EXAMINATION – NOV. / DEC. 2013  
VII SEMESTER – MECHANICAL ENGINEERING – REGULATION 2008

**MG – 9362: INDUSTRIAL MANAGEMENT**

Max. Time: 3 hr.

Answer all questions

Max. Marks: 100

**PART – A (10 x 2 = 20 marks)**

1. Differentiate between line and functional type managers.
2. Define the term cooperative enterprise.
3. What are the demerits of matrix organization?
4. What are procedural steps involved in staff selection process?
5. List the contributing fields to organizational behaviour.
6. What are the assumptions of Murray's theory of human personality?
7. List the driving forces of change in organizations.
8. Define the term grievance.
9. What is 'bull whip' effect?
10. What does the six colors represents in the 'Six Hat' theory?

**PART – B (5 x 16 = 80 marks)**

11. (i) Describe the psychological factors affecting employee's behaviour in an organization.  
(ii) Explain the wheels; modular; iterative work design approaches. (8 + 8)

12a. Describe the contribution of Henry Fayol toward management science. (16)

(OR)

- 12b. (i) Explain Urwick's ten principles of management. (10)  
(ii) 'United we stand, divided we fall' – substantiate this statement in trade unions context. (6)

13a. Enumerate the principles of organization. (16)

(OR)

13b. Describe the various industrial hazards and its preventive measures. (16)

**14a.** Describe the procedure for communication and explain the various barriers to effective communication. **(16)**

**(OR)**

**14b.** Describe the 2D & 3D managerial grid. **(16)**

**15a.** What is SWOT analysis? Describe the action plan for a productive SWOT analysis. List the merits and demerits of SWOT. **(16)**

**(OR)**

**15b.** Explain the key steps in implementing BPR. List the merits and demerits of BPR. **(16)**