

Roll No:

B.E/B.TECH DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2011
(Common to Manufacturing Engineering and Material Science and Engineering)

SIXTH SEMESTER

MG 9362 INDUSTRIAL MANAGEMENT

(REGULATIONS 2009)

Time: 3 Hrs

Max. Marks: 100

Answers all questions

PART – A (10 x 2 = 20 Marks)

1. What is meant by 'Effective' Management ? How does it differ from 'Efficient' Management?
2. What do you understand the term Esprit de Corps?
3. Name any four tools used in the operations management system?
4. State the differences between formal and informal organizations? Give examples.
5. What is meant by corporate social responsibility?
6. Draw a learning curve and show the various stages of learning.
7. How people deviate norms in workplace behavior? Give examples.
8. How managers overcome resistance to change attitude of his subordinates?
9. What is meant by SWOT Analysis?
10. Name the types of international businesses with examples.

PART – B (5 x 16 = 80 Marks)

- 11a(i). What is meant by ERP? How it is useful if it is implemented in an organization. (8)
- 11a(ii). Write briefly about the usefulness of IT in the various functions of management. (8)

12a(i). Compare any three different forms of business organizations. (8)

12a(ii). Explain the importance of managerial roles in an organization. (8)

or

12b(i). Write briefly about the business constraints. (8)

12b(ii). What are the functions of the trade union? (8)

13a(i). Explain the various steps involved in planning. (8)

13a(ii). Write briefly about the organization chart. (8)

or

13b(i). Write briefly about organization development. (8)

13b(ii). Write briefly about the budgets as controlling technique. (8)

14a(i). Explain in detail about Maslow's hierarchy of needs theory. (8)

14a(ii). Write briefly about job (work) design and its approaches. (8)

(or)

14b(i). Write briefly about Job satisfaction and outcome of the job satisfaction. (8)

14b(ii). Write briefly about characteristics of personality. (8)

15a(i). Explain the various types of leadership styles, their advantages and disadvantages.

Discuss the style which you would like to follow if you are manager? (16)

(or)

15b(i) Explain in detail about the barriers to communication and the action required to overcome the barriers? (16)