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B.E. (FULL TIME) DEGREE – END SEMESTER EXAMINATION – NOV / DEC 2012
VII SEMESTER – MECHANICAL ENGINEERING – REGULATION 2008

23

MG – 9362: INDUSTRIAL MANAGEMENT

Max. Time: 3 hours

Answer all questions

Max. Marks: 100

PART – A (10 x 2 = 20 marks)

1. Distinguish 'public sector' organization from 'private sector' organization.
2. Define administration with respect to management.
3. Distinguish 'standing' plan from 'single – use' plan.
4. List the safety measure to be followed to avoid mechanical hazard.
5. Define MARS model of individual behavior.
6. List the assumptions behind learning curve.
7. Why group norms are enforced?
8. Define the term organizational culture.
9. Identify and assign colors to the six distinct states of brain's sensitivity as used in 'six thinking hat' game theory.
10. Differentiate between 'process simplification' and 'process reengineering'.

PART – B (5 x 16 = 80 marks)

11. (i) Compare any four arguments 'FOR' and 'AGAINST' the social involvement of business. (8)
(ii) Define the term corporate frame work. Explain the principle, controlling factor, and the external factors affecting corporate frame work. (8)
- 12a. Explain the following reasons for low productivity: (16)
 - (a) Defects in design of product
 - (b) Inefficient method of manufacture
 - (c) Mismanagement of time on account of management
 - (d) Mismanagement on account of workers

(OR)

- 12b. Explain the systematic approach to staffing with a neat block diagram. (16)
- 13a. (i) Draw the pyramid representing Maslow's hierarchy of needs with its factor. (6)
(ii) Explain the psychological factor affecting organizational behavior. (10)

(OR)

- 13b. (i) Define the term personality. Explain the segments and insights of personality. (12)
(ii) Define the term perception. List the factors influencing perception. (4)

14a. Explain 3 – D managerial grid by Redding. **(16)**

(OR)

14b. Explain the barriers to communication. **(16)**

15a. Explain SWOT analysis. Describe an effective action plan for effective SWOT analysis. List the merits and demerits of SWOT analysis. **(16)**

(OR)

15b. Describe the characteristics & capabilities, components & sub-systems, classification & ingredients for success of Decision Support Systems (DSS). **(16)**