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12

B.E/B.TECH (Full Time) DEGREE END SEMESTER EXAMINATIONS, NOV/DEC 2011

(Common to Manufacturing Engineering and Material Science & Engineering)

SIXTH SEMESTER

MG 9362 INDUSTRIAL MANAGEMENT

(REGULATIONS 2008)

Time: 3 Hrs

Max. Marks: 100

Answers all questions

PART – A (10 x 2 = 20 Marks)

1. Define management and name the important managerial functions.
2. Name some of the important roles of managers in an organization.
3. What is meant by SWOT Analysis?
4. What is meant by decision making?
5. State the different types of ethics.
6. What is meant by corporate social responsibility?
7. Draw a learning curve and show the various stages of learning.
8. State how people deviate norms in workplace behavior with examples.
9. What is meant by management by exception?
10. What is meant by supply chain management?

PART – B (5 x 16 = 80 Marks)

11. a Explain the 14 principles of management as per Henri Fayol.

(16)

12. a(i) Explain the various steps involved in organising. (8)

12. a(ii) Write briefly about centralisation and decentralisation. (8)

or

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

12. b(ii) Write briefly about staffing. (8)

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

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

or

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

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

14. a Write briefly about groups, group behaviour and group norms. (16)

or

14. b Explain in detail about the barriers to communication and the action required to overcome the barriers. (16)

15. a What is meant by ERP? How it is useful if it is implemented in an organization. (16)

or

15. b Write briefly about the role of IT in Management and global perspective of management. (16)