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13/5/13

B.E / B.Tech (Full Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2013

DEPARTMENT OF MECHANICAL ENGINEERING

VII Semester

Subject code: MG9362

Subject Title: Industrial Management

(Regulation 2008)

Time: 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Differentiate between Human Behaviour approach and Social System approach?
2. Explain the importance of Trade union in manufacturing sector?
3. Define organizational Culture? What are the major contributors of Organizational Culture?
4. List few methods of Performance Appraisals?
5. What are Hygiene factors give examples?
6. Define perception? Give some examples of perceptions?
7. What is 'Synergy'?
8. What is Organizational Change and describe its effect on Human resources?
9. Explain the advantages of SCM?
10. Differentiate between MBO and MBE?

Part – B (5 x 16 = 80 marks)

11. Explain the 14 Principles of Taylorism?
12. a) Explain in depth the different forms of training offered in industries?

OR

b) Discuss in detail the different performance appraisal techniques?

13. a) Explain the various motivation theories that are instrumental in shaping the Organisational change?

OR

b) What is personality? Explain the various contributing factors that shape the personality of an individual?

14. a) What is communication? Explain the process of communication and various barriers to communication?

OR

b) Explains in detail about different leadership styles, their pros and cons with suitable examples?

15. a) Develop a SWOT analysis matrix for a leading Chocolate manufacturing company in comparison with its competitors?

OR

b) Discuss in detail about ERP and its impact on industries with an example?