

28/1/13

Reg. No.

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B.E. (FULL TIME) DEGREE END SEMESTER EXAMINATIONS, APR/MAY 2013

COMMON TO

VI – SEMESTER – MANUFACTURING ENGINEERING – REG. 2008

VI – SEMESTER – MATERIALS SCIENCE & ENGINEERING – REG. 2008.

MG – 9362: INDUSTRIAL MANAGEMENT

Max. Time: 3 hours

Answer all questions

Max. Marks: 100

PART – A (10 x 2 = 20 marks)

1. List the advantages of public sector organizations over private sector organization.
2. Define scientific management theory.
3. Write the differences between production and productivity in terms of management.
4. Write the difference between internal and external audits.
5. List the social responsibility of a managerial role in an organization.
6. What is meant job design?
7. What are group norms?
8. List the stages involved in communication process.
9. Define the term management by exception.
10. What are the advantages of management games?

PART – B (5 x 16 = 80 marks)

11. (i) Describe the 14 principles of Henry Fayol. (10)
(ii) State the merits and demerits of trade union. (6)
- 12a. Describe with a neat sketch about 'line & staff' type organization and its merit and demerits. (16)

[OR]

- 12b. Explain the systematic approach to staffing with a neat block diagram. (16)

13a. What are the factors affecting the organizational behavior. (16)

[OR]

13b. (i) Describe in detail about the 'Maslow's Hierarchy of Needs' theory. (8)

(ii) Explain the theory behind 'learning curve' in organization. (8)

14a. (i) Compare intra-group and inter-group conflict resolution. (8)

(ii) Write about the systematic way of managing conflicts. (8)

[OR]

14b. Explain in detail about organizational culture and its values. (16)

15a. (i) Describe the concept, advantage and disadvantage of 'Management by Objective'. (8)

(ii) What are the advantages of implementing 'ERP' in modern organizations? (8)

[OR]

15b. (i) Explain the advantages of IT in the various functions of management. (8)

(ii) Do 'SWOT' analysis for an automobile company that produces four wheeler. (8)