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B.E./B.TECH (FULL TIME) DEGREE REGULAR EXAMINATION – APRIL / MAY 2019

MANUFACTURING, MINING, MATERIAL SCIENCE, MECHANICAL ENGINEERING

ME 8652 : INDUSTRIAL MANAGEMENT

IV Semester

(Regulation 2012)

Max. Time: 3 hr.

Answer all questions

Max. Marks: 100

PART – A (10 x 2 = 20 marks)

1. Define the term cooperative enterprises.
2. Why management knowledge is essential for engineers?
3. What are procedural steps involved in staff selection process?
4. Distinguish 'standing' plan from 'single use' plan.
5. List out the assumptions of Murray's theory of human personality.
6. What are the objectives of work design?
7. Give the significance of (5, 5) in a 2D managerial grid.
8. Write the driving forces of change in organizations.
9. Write the meaning of six colors in 'Six Hat' game theory.
10. Define the term 'bull whip effect'.



PART – B (5 x 16 = 80 marks)

11. Explain the following approaches to management: (4 x 4 = 16)
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|--------------------------------|-------------------------------|
| (i) Managerial roles approach | (ii) McKinsèy's 7-S framework |
| (iii) Group Behaviour approach | (iv) Reengineering approach. |

12a. Explain the various types of leadership styles, their merits and demerits. Discuss the style which you would like to follow if you are manager.

(OR)

12b. Describe the principles of organization with suitable examples.

13a. Explain the psychological factors affecting the behavior of the employees of a modern organization with suitable examples.

(OR)

13b. Explain the following theories with suitable examples:

1. McGregor's X and Y theory (4)
2. Maslow's Hierarchy of needs theory (6)
3. McClelland's achievement motivation theory (6).

14a. Describe the procedure for communication and explain the different barriers to effective communication.

(OR)

14b. Explain the conflict at various levels in an organization and how it can be managed.

15a. Explain the strategies for sharpening and focusing your thinking using 'power of perception' tool with examples.

(OR)

15b. Explain the action plan for an industrious SWOT analysis. List the advantages and disadvantages of SWOT.

