

**B.E. (Mechanical Engineering) Model Curriculum Semester-VIII**  
**OEC-4023 - Industrial Management**

Time : Three Hours



Max. Marks : 80

Notes :

1. All questions carry equal marks.
2. Illustrate your answers wherever necessary with the help of neat sketches.
3. Solve Q. 1 or Q. 2, Q. 3 or Q. 4, Q. 5 or Q. 6, Q. 7 or Q. 8 Q. 9 or Q. 10.
4. Due credit will be given to neatness.
5. Assume suitable data wherever necessary.

1. a) What are the levels of management? Explain the different skills required at various levels of management. 8
- b) State and explain the various functions of management. 8

**OR**

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| <b>2.</b> | a) | Explain Principles of Management by Henry Fayol.   | <b>8</b> |
|           | b) | Define Management. Elaborate on the characteristics of management, and state the difference between administration & management. | <b>8</b> |
| <b>3.</b> | a) | What is planning? Explain the steps involved in planning.  | <b>8</b> |
|           | b) | Define controlling. State its advantages and limitations.  | <b>8</b> |

**OR**

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| <b>4.</b> | <p>a) Define decision-making and explain the process of decision-making that affects the efficiency of the business decisions. <span style="float: right;"><b>8</b></span></p><br><p>b) Define Management by objective. Describe the benefits and weaknesses of it and ways to overcome them. <span style="float: right;"><b>8</b></span></p>  |
| <b>5.</b> | <p>a) What is personnel management? State the functions of personnel management. <span style="float: right;"><b>8</b></span></p><br><p>b) State the provisions under the Industrial Factory Act 1948 for the following- <span style="float: right;"><b>8</b></span></p> <div style="display: flex; justify-content: space-between; margin-left: 20px;"> <span>i) Welfare of workers</span> <span>ii) Working hours adult workers</span> </div> |

**OR**

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|-----------|--|----------|
| <b>6.</b> | <p>a) Explain the concept of ‘collective bargaining’ What are the requirements of successful collective bargaining the provisions related to welfare ng?</p> | <b>8</b> |
|           | <p>b) What do you understand by Manpower Planning? Discuss the various forms of manpower planning.</p>   | <b>8</b> |

7. a) Explain different channels of distribution available for consumer goods. 8
- b) Define marketing research. Explain marketing research methods. 8

**OR**

8. a) Explain types of market segmentation. List the benefits of market segmentation. 8
- b) Define advertising. Write a note on advertising media. 8
9. a) Explain 'Balance Sheet'. What are the contents of the Balance sheet? 8
- b) What do you mean by 'cost control'? What are the requisites of good cost control system? 8

**OR**

10. a) What is ratio analysis? Why it is to be carried out? 8
- b) What are the various sources of Finance? Explain in brief each of them with advantages & disadvantages. 8

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