

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

P. Pages : 2

Time : Three Hours



GUG/S/23/14377

Max. Marks : 80

- Notes :
1. All questions carry equal marks.
 2. Due credit will be given to neatness and adequate dimensions.
 3. Illustrate your answers wherever necessary with the help of neat sketches.
 4. Answer 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.

1. a) State the Principle of Scientific management & Explain various core managerial competencies required for managers. **8**
- b) What are the levels of management, State & explain difference skills required at various levels of management. **8**

OR

2. a) State & Explain Principles of management by Henry Fayol. **8**
- b) Define Management? Elaborate the characteristics of management, state difference between administration & management. **8**
3. a) Explain in details importance of leadership and controlling in business organization. **8**
- b) Define Decision making? Explain the need for & the factors involved in decision making. **8**

OR

4. a) Define Planning. Enlist various steps involved in planning & also State advantages & limitations of Planning. **8**
- b) Define Controlling? State its advantages & limitations. **8**
5. a) What is Personnel Management? State the functions of Personnel management. **8**
- b) Define Manpower Planning? What are the steps involved in Manpower planning. **8**

OR

6. a) State the benefits of Industrial Training. Explain the role of trade union in an organization. **8**
- b) Define collective bargaining? State its importance and function. **8**
7. a) Explain different channels of distribution available for consumer goods. **8**
- b) Explain Market segmentation and marketing mix in details. **8**

OR

8. a) Define Marketing Management? State the functions of Marketing Management. 8
- b) How decisions regarding 'Pricing' are made? Explain pricing procedure. 8
9. a) What are the various sources of Finance? Explain in brief, each of them with limitations & advantages. 8
- b) Define 'Budget & Budgetary control', State advantages & disadvantages of Budget. 8

OR

10. a) What do you mean by 'cost control'? What are the requisites of good cost control system? 8
- b) State the importance of Ratio Analysis, Enlist various types of ratio analysis. 8
