

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

P. Pages : 2

Time : Three Hours



**GUG/W/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 & Explain Principles of management by Henry Fayol. 8
- b) Give a detailed note on 'Managerial skills', Explain various core managerial competencies required for managers. 8

**OR**

2. a) State & Explain Principle of Scientific management. State any four objectives of scientific management. 8
- b) What are the levels of management, State difference between administration and management. 8
3. a) Define Planning. Enlist various steps involved in planning & also State advantages & limitations of Planning. 8
- b) 'Management functions are universal. They are applicable to all the situations' Explain. 8

**OR**

4. a) Explain in details importance of leadership and controlling in business organization. 8
- b) What is motivation? Explain its importance. 8
5. a) Define Manpower Planning? What are the steps involved in Manpower planning. 8
- b) State the benefits of Industrial Training. Explain the role of trade union in an organisation. 8

**OR**

6. a) What is Personnel Management? State the functions of Personnel management. 8
- b) Write a short note on **any two**. 8
- i) Industrial Boiler act.
- ii) Methods of wage payments.
- iii) Industrial Factories Act.

7. a) Define Marketing Management? State the functions of Marketing Management. **8**  
b) Explain Market segmentation and marketing mix in details. **8**

**OR**

8. a) Explain different channels of distribution available for consumer goods. **8**  
b) Explain the factors influencing price determination, also state various objectives of pricing. **8**
9. a) What are the essentials of good financial statement? Explain the content of Balance sheet. **8**  
b) State the importance of Ratio Analysis, Enlist various types of ratio analysis. **8**

**OR**

10. 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**

\*\*\*\*\*