

T.E. (Electronics)
INDUSTRIAL MANAGEMENT
(2008 Course) (304210) (Semester - II)

Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:

- 1) Attempt Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, from Section I and Q.7 or Q.8, Q.9 or Q.10, Q.11 or Q.12 from Section II.*
- 2) Answers to the two sections should be written in separate answer - books.*
- 3) Figures to the right indicate full marks.*
- 4) Neat diagrams must be drawn wherever necessary.*

SECTION - I

Q1) a) Define Management and List out characteristics of management and explain them in detail. **[8]**

b) Explain the principles and levels of management. **[10]**

OR

Q2) a) What is meant by co-operative society? Compare it with partnership organization. **[10]**

b) What is the difference between administration and Management? **[8]**

Q3) a) Define strategy and Explain Mintzberg's 5P's strategy. **[8]**

b) What is the significance of ETOP of an organization? What are the steps to be followed in preparation of ETOP? **[8]**

OR

Q4) a) Explain Porter's Five Forces Model of competition. **[8]**

b) Discuss Generic Competitive Strategies in detail. **[8]**

Q5) a) Explain Juran's and Demings view of quality? Explain different quality management tools in brief. **[8]**

b) Explain TQM in detail. **[8]**

OR

P.T.O.

- Q6)** a) Explain 5s of house keeping. [8]
b) What is Pareto Chart? Explain in detail the significance of Pareto analysis. [8]

SECTION - II

- Q7)** a) Differentiate fixed capital and working capital? What are the factors to be kept in mind while determining capital structure of company. [10]
b) What is Cost Benefit Analysis? Discuss limitations and applications of Cost Benefit Analysis. [8]

OR

- Q8)** a) Write short note on CPM and PERT. [10]
b) Write short note on capital budgeting. [8]

- Q9)** a) Explain objectives and challenges of HRM. [8]
b) Explain human resource information system. [8]

OR

- Q10)** a) What do you mean by recruitment? Explain with different strategies of recruitment. [8]
b) Write short note on investment in training programme. [8]

- Q11)** a) Write detailed note on characteristics of information and types of information? [8]
b) Explain decision making model in detail. [8]

OR

- Q12)** a) State phases in E-commerce. Give main activities of Ecommerce. [8]
b) Describe B2B. State advantages of B2C model. [8]

