

ME801 - Industrial Management

P. Pages : 2

Time : Three Hours



GUG/W/16/7109

Max. Marks : 80

- Notes :
1. All questions carry marks as indicated.
 2. Answer **five** questions. Q. 1 or 2, Q. 3 or 4, Q. 5 or 6, Q. 7 or 8, Q. 9 or 10.
 3. Due credit will be given to neatness and adequate dimensions.
 4. Assume suitable data wherever necessary.
 5. Illustrate your answers wherever necessary with the help of neat sketches.

1. a) Write short notes on: 8
- i) Significance of Management
- ii) Management as profession
- b) Differentiate between Administration and Management 8

OR

2. a) Briefly discuss the main elements of Taylor's Scientific Management. 8
- b) "Management principles establish cause and effect relationship only of a casual nature". Comment and illustrate. 8
3. a) What is planning? What is importance of planning and also explain the steps involved in planning. 8
- b) Explain the importance of motivation. 4
- c) What is leadership? State its necessity in business organization. 4

OR

4. a) Bring out the importance of control as a function of management. Write a brief note on various types of controls exercised at different levels of management. 8
- b) What are the essentials of effective communication? State various types of communication and also explain the scope of communication. 8
5. a) Discuss the role of trade union in an organization. What are its functions. 8
- b) What are the steps involved in manpower planning. 4
- c) State the benefits of industrial training. 4

OR

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| 6. | a) Write a detailed note on Labour Welfare. | 4 |
| | b) Explain the on - the job training method with its limitations. | 4 |
| | c) What is Personnel Management? Also state the functions of Personnel Management. | 8 |
| 7. | a) Define Marketing Management and also explain its importance and scope. | 8 |
| | b) Explain the factors influencing price determination, also state various objectives of pricing. | 8 |

OR

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| 8. | a) What do you understand by channels of distribution? Explain the factors determining the choice of a suitable channel of distribution. | 8 |
| | b) What is advertising? Discuss its objectives and point out the problems of advertising in India. | 8 |
| 9. | a) What are different types of budgets? Explain their importance. | 8 |
| | b) Explain different methods of allocation of indirect expenses. | 8 |

OR

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| 10. | a) Write down the importance of ratio analysis? Also state balance sheet ratios with examples. | 8 |
| | b) Write a detailed note on Balance-sheet. Also prepare the formal of balance sheet with classification. | 8 |
