

Total No. of Questions : 12]

SEAT No. :

[Total No. of Pages :3

P1138

[4659] - 369

B.E. (Biotechnology)

INDUSTRIAL ORGANIZATION AND MANAGEMENT

(2008 Course) (Elective - IV)

Time : 3 Hours]

[Max. Marks : 100

Instructions to the candidates:

- 1) *Answers to the two sections should be written in separate answer books.*
- 2) *Answer any three questions from each section.*
- 3) *Neat diagrams must be drawn wherever necessary.*
- 4) *Figures to the right side indicate full marks.*
- 5) *Use of Calculator is allowed.*
- 6) *Assume Suitable data if necessary.*

SECTION - I

Q1) Define and explain in brief the following:

[16]

- a) Management
- b) Functions
- c) Authority
- d) Responsibility
- e) Decision Making
- f) Unity of command and Direction
- g) Administration
- h) Growth of management

OR

Q2) a) Explain Management by Objectives.

[8]

b) Explain the following terms:

[8]

- i) Line Organization
- ii) Staff Organization

P.T.O.

- Q3)** a) Discuss the objectives and functions of wage and salary administration. [8]
b) Write short note on [8]
i) Industrial Fatigue
ii) Trade Unions

OR

- Q4)** a) Discuss the role of Trade unions in maintaining industrial peace. [8]
b) Explain the steps in selection procedure and types of tests in selection procedure. [8]

- Q5)** a) Discuss various types of costs associated with inventory and store management. [10]
b) Write short notes on: [8]
i) Functions of Storekeeper
ii) Inspection and quality control

OR

- Q6)** Write short notes on: [18]
a) VED analysis
b) SDE analysis

SECTION - II

- Q7)** a) Explain different functions of sales department. [8]
b) Explain the importance of marketing management for the growth of industrial organization. [8]

OR

- Q8)** a) What is forecasting? Explain two types of forecasting. [6]
b) Define market research. What are the different methods of market research? Explain with case study. [10]

Q9) Why exporting is important for the country? Explain cost involved in exporting a product. Enlist government aids for export promotion. [16]

OR

Q10)a) State and explain factors affecting International Trade. [6]

b) Write Short Notes on: [10]

i) Patents

ii) ISO Systems

Q11)a) Explain in detail the concept of contract act. [9]

b) What is the provision for penalty under payment of Gratuity act? [9]

OR

Q12)a) What is flow diagram and flow process chart? Explain with an example. [9]

b) Discuss the provision in MRTP Act. [9]

