

Total No. of Questions : 12]

SEAT No. :

P2876

[4958]-1065

[Total No. of Pages : 3

T.E. (Electrical)

INDUSTRIAL & TECHNOLOGY MANAGEMENT

(2012 Course) (End Sem) (311121)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to candidates:

- 1) *Answer Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8, Q9 or Q10, Q11 or Q12.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right side indicate full marks.*
- 4) *Assume Suitable data if necessary.*

UNIT - I

- Q1) a)** Define Management. What are the different functions of Management?
State the importance of Management. **[5]**
- b) What are the different types of organization? Explain functional organization. **[5]**

OR

- Q2) a)** Define Micro Economics. Explain the concept of supply and elasticity of supply. **[5]**
- b) Differentiate between Proprietary firm and Partnership firm. **[5]**

UNIT - II

- Q3) a)** Explain in brief following: **[5]**
- i) Quality circle
 - ii) Pareto Analysis
- b) Explain the contribution of F.W. Taylor in the field of Management. **[5]**

OR

P.T.O.

- Q4) a)** Explain in brief following: [6]
- i) Ethics in technology management
 - ii) Pokka Yoke
 - iii) Classification of technology
- b) Differentiate between Administration and Management. [4]

UNIT - III

- Q5) a)** What is sales promotion? State its significance along with the advantages and its disadvantages. [5]
- b) What is marketing research? State and explain methods of marketing research. [5]

OR

- Q6) a)** State different types of costs. Explain the same. [6]
- b) Define the concept of Financial Management. Elaborate the scope of financial management in a business organization. [4]

UNIT - IV

- Q7) a)** Define leadership. Describe its types. What are their importances? [6]
- b) Define Motivation. Distinguish between X & Y Theory. [6]

OR

- Q8) a)** State group dynamics theories. What are different types of conflicts? [6]
- b) Define Entrepreneur. Explain the different traits of Entrepreneur. [6]

UNIT - V

- Q9) a)** Explain in brief following: [7]
- i) HR Planning
 - ii) Training and Development
 - iii) Time Management
- b) What are the provisions of Labour Welfare as per Factories Act 1948?[7]

OR

- Q10)a)** What is performance appraisal? State the objectives and types of performance appraisal. [7]
- b) Explain in brief following: [7]
- i) Halo effect
 - ii) Professional and Business ethics

UNIT - VI

- Q11)a)** State the Patent Laws, Trade mark and Copy Right Laws. [7]
- b) Explain the Patent format and structure. [7]

OR

- Q12)a)** What is the intellectual Property Rights (IPR)? Explain all its types. [7]
- b) State the criteria for securing Patents. What are the guidelines of the common IPR policy on patents? [7]

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