



[4459] – 189

Seat No.	
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**T.E. (E & TC) (Semester – II) Examination, 2013**  
**INDUSTRIAL MANAGEMENT**  
**(2008 Course)**

Time : 3 Hours

Max. Marks : 100

**Instructions :** 1) Answers to the **two** Sections should be written in **separate** answer books.

2) Solve **three** questions from **each** Section as indicated.

SECTION – I

1. a) How do you correlate the terms 'Organization, Management and Administration' ? List out various functions of Management. 8
- b) Explain why customer service and innovation are important to the manager's job. 8

OR

2. a) Discuss Fayol's 14 management principles. 8
- b) Explain different forms of ownerships. 8
3. a) Prepare the Environmental Threat and Opportunity Profile of a Telecom Industry. 8
- b) Explain Porter's Five Forces Model of competition in an Industry. 8

OR

4. a) Sketch the GE Nine Cell Matrix and explain the three different zones. 8
- b) Prepare the SWOT Analysis Matrix for a hypothetical organization. 8
5. a) Explain the importance of ISO 14001 : 2004 Standards in detail with suitable examples on application of this standard. 10
- b) What do you understand by Quality of Design, conformance and Performance ? Elaborate. 8

OR

6. a) Explain any two Quality Management Assistance Tools in detail. 10
- b) Explain the basic philosophy of 'Kaizen'. State its advantages and limitations. 8

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## SECTION – II

7. a) State various ways to raise capital. Explain one of them in detail. **8**  
 b) Explain the role of capital markets. Explain how it is possible to raise money for business at least costs, through capital markets. **8**

OR

8. a) Explain the role of Break Even analysis in financial projections in a business plan. Explain significance of various terms in break even analysis. **8**  
 b) Explain how use CPM and PERT project management techniques can help in execution of large infrastructural projects in the terms of time and cost. **8**
9. a) Explain importance of supply chain management. Discuss various elements of SCM. **8**  
 b) What is Inventory Management ? Discuss in detail EOQ model used in Inventory management. **10**

OR

10. a) State and explain various selective control techniques used in classification of materials. **10**  
 b) Explain the terms :  
     1) Kanban  
     2) JIT. **8**
11. a) What is E-commerce ? Explain how it has totally changed the traditional business models. **8**  
 b) Define MIS. Discuss the need of Information Integrity in today's global world of business. **8**

OR

12. a) What is Business Process Reengineering ? Explain in detail a typical BPR model. **8**  
 b) State models used in decision making ? Discuss Herbert Simon model in detail. **8**

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