



RN-6287

B. E. II (Sem. III) (T.T./T.P.) Examination
May / June – 2010
Industrial Organisation & Management

Time : 3 Hours]

[Total Marks : 100

Instruction :

(1)

नीचे दृशावेल निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="B. E. 2 (Sem. 3) (T.T./T.P.)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Industrial Organisation & Management"/>	<input type="text"/>
Subject Code No. : <input type="text" value="6"/> <input type="text" value="2"/> <input type="text" value="8"/> <input type="text" value="7"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,...): <input type="text" value="1&2"/>	

- (2) Attempt **all** questions.
- (3) Answers to **two** sections must be written in **separate** answer books.
- (4) Figures to the **right** indicate full marks of the question.
- (5) Each section carries 50 marks.

SECTION - I

- 1 (a) Answer the following in only **one** paragraph or as directed : 10
 - (i) Define 'Management'.
 - (ii) Enumerate different steps in planning process.
 - (iii) Line diagram of Control function.
 - (iv) Enumerate different approaches to Leadership.
 - (v) Pyramid of Maslow's theory of motivation.
- (b) Discuss briefly various functions of management. 6
- 2 Explain why planning is called primary function of management. How do you differentiate between goals and objectives? Give examples. 16

OR

- 2 What do you understand by the term organizing? 16
What are the important principles of sound organization?

- 3** Write short notes on : (any two) **18**
(a) Scientific Management
(b) Styles of leadership
(c) Line and staff Organization
(d) Effective communication.

SECTION - II

- 4** (a) Write a paragraph on following or do as directed : **10**
(i) Define delegation
(ii) Line diagram of functional organization
(iii) Enumerate barriers to communication
(iv) Three main differences between marketing and selling.
(v) What is Grievance?
(b) Briefly discuss advantages of decentralization. **6**
- 5** What is 'Control' function? How it is related with other functions of Management? **16**

OR

- 5** Discuss the various stages through which marketing has evolved to the present stage. What will be the future orientation in performing marketing activities? **16**
- 6** Write short notes on : (any two) **18**
(a) Marketing mix
(b) Financial Management
(c) Trade Union Act
(d) Coordination.
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