



SE-6287

B. E. II (Sem - III) Examination
April / May – 2011
Industrial Organisation Management

Time : 3 Hours]

[Total Marks : 100

Instructions :

(1)

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य बपवी. Fillup strictly the details of signs on your answer book.		Seat No. :	
Name of the Examination :		<input type="text"/>	
Name of the Subject :		<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"/>		Section No. (1, 2,...): <input type="text" value="1&2"/>	
		Student's Signature	

- (2) Attempt **all** questions.
(3) Figures to the right indicate full marks of the question.
(4) Each section carries 50 marks.

SECTION - I

- 1 (a) Answer the following in one paragraph or as directed : 10
(1) Types of motivation
(2) Industrial Disputes
(3) Human Resource Development
(4) Financial management
(5) Delegation of Authority
(b) Explain management is science as well as art. 6
- 2 Discuss advantages and limitation of centralization and de-centralization. 16

OR

- 2 Explain 4 Ps of marketing mix in detail. 16
- 3 Explain various methods of departmentalization with suitable example. 18

SECTION - II

- 4 Write paragraph on following :
- (1) Function organisation
 - (2) Difference between marketing and selling
 - (3) Control process stages.
 - (4) Scientific Management
 - (5) Styles of Leadership.
- 5 Explain any two management thoughts in detail. 16
- OR**
- 5 Explain core concept of marketing management. 16
- 6 Explain barriers of communication and ways of effective communication. 18
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