

## ***B. Tech Degree VII Semester (Supplementary) Examination July 2010***

### **CS/EB/EC/EE/EL/IT 701 INDUSTRIAL ORGANISATION AND MANAGEMENT (2006 Scheme)**

Time : 3 Hours

Maximum Marks : 100

#### **PART - A**

(Answer ***ALL*** questions)

(8 x 5 = 40)

- I. (a) What determines the span of management and hence the levels of organisation?  
 (b) How should authority be dispersed throughout the organization structure and what determines the extent of this dispersion?  
 (c) What is motivation? How does effective managing take advantage of, and contribute to, motivation?  
 (d) List and evaluate external factors affecting staffing. Which ones are most critical today? Explain.  
 (e) Write notes on consumer and industrial markets.  
 (f) Explain valuation of stock.  
 (g) The following information regarding the output produced and inputs consumed for a particular time period for a particular company given below :

Output	= 10,000 Rs
Human input	= 3,000 Rs
Material input	= 200 Rs
Capital input	= 300 Rs
Energy input	= 100 Rs
Other misc. input	= 50 Rs

The values are in terms of base year rupee value. Compute various productivity indices.

- (h) Distinguish between planned order receipts and planned order release relating to MRP.

#### **PART - B**

(4 x 15 = 60)

- II. (a) Explain system approach applied to organization. (4)  
 (b) What is really represented by an organization structure? Explain line and staff, functional and matrix organization with neat sketches. (8)  
 (c) Differentiate between formal and informal organisation. (3)
- OR**
- III. Explain the types of business organisation. (15)
- IV. (a) Explain - management is an art or science or both. (4)  
 (b) Describe social responsibilities of management. (5)

(P.T.O.)

- (c) Discuss about Modern management theories. (6)

**OR**

- V. Explain *any ten* functions of management (15)

- VI. (a) What are the different methods of forecasting sales? (5)

- (b) Write on the scope and functions of personnel management. (4)

- (c) Write notes on : (i) Inflation and profitability (6)  
(ii) Standard and marginal costing.

**OR**

- VII. (a) Explain Budgets and Budgetary control. (5)

- (b) Explain various pricing methods. (5)

- (c) Explain cost accounting and classification with a brief note on each. (5)

- VIII. (a) Explain MRP system. What is MRP logic? (5)

- (b) By means of a graph, explain the quantity - cost relationship in inventory. (5)

- (c) What is the set up cost in a manufacturing situation? What elements does it comprise of? (5)

**OR**

- IX. (a) Universal toolings has a requirement for 1,50,000 metal bushings per annum. The company orders the metal bushing in lots of 40,000 units from a supplier. The ordering cost is Rs. 40 and the carrying charges are expressed 20% of the unit cost. The bush costs Rs. 15 each. The company wants to know what percentage of their order quantity differs from economic order quantity and how the cost varies for the two. Find the optimal order quantity. (7)

- (b) Write notes on :

(i) Level of productivity measurements

(ii) Productivity measurement models

(iii) Measuring productivity of a firm

(iv) Techniques to improve productivity. (8)