

**B. Tech Degree VII Semester Examination, November 2009****EB/EC/CS/EE/EI/IT 701 INDUSTRIAL ORGANIZATION AND MANAGEMENT***(2006 Scheme)*

Time: 3 Hours

Maximum Marks: 100

**PART A***(Answer All questions)***(8 x 5 =40)**

- I. a. What is span of control? Explain the factors affecting span of control.  
 b. State the principles you will use for designing the organization chart.  
 c. Indicate the three levels of management and make a note on managerial skills and roles.  
 d. Explain the importance of communication and decision making.  
 e. What is cost accounting? Classify the different costs with a brief note on each.  
 f. Discuss the features of market segmentation.  
 g. Explain 'Inventory Management'. Derive an expression for EOQ making suitable assumptions.  
 h. What are the elements of integrated materials management? Also explain purchase cycle and vendor selection.

**PART B****(4 x 15 =60)**

- II. Explain with sketches, the different types of organization structures used for the management of industrial undertakings? Which among them is best suited for large manufacturing undertakings? Give reasons for your answer. (15)
- OR
- III. Enumerate the types of ownership. Discuss the salient features of each. (15)
- IV. Discuss the development, role and significance of modern day scientific management. (15)
- OR
- V. Explain the different functions of management. (15)
- VI. a. Explain the different methods of product pricing. (7)  
 b. Write notes on (i) Inflation and profitability (8)  
 (ii) Methods of allocation of overhead (8)
- OR
- VII. a. Classify budget based on time and function. Explain budgetary control. (8)  
 b. Explain the role of advertisement in marketing. (7)
- VIII. a. Define productivity. Describe the various methods to improve productivity. (8)  
 b. Explain inputs to MRP and outputs. (7)
- OR
- IX. a. Write notes on (i) Types of Stores (ii) Store layout (iii) Store records (9)  
 b. XYZ corporation currently practices the following system for the procurement of an item. (6)

No. of orders placed in a year	=	8
Ordering cost	=	Rs.750/ order
Each time order quantity	=	250
Inventory carrying cost	=	40 percent
Cost per unit	=	Rs.40/-

Comment on the ordering policy of the company and estimate the loss to the company in not practicing scientific inventory policy.

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