CS/B.TECH/CSE/IT/EE/EEE/ICE/CT/SEM-8/HU-802/2013

2013

INDUSTRIAL MANAGEMENT

Time Allotted : 3 Hours   *Full Marks* : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words

as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

                                                    10 × 1 = 10

    i)   Job Shop Production is characterized by

         a)   manufacturing of one or few quantity of products designed and produced as per customer's specification within prefixed time and cost

         b)   a form of manufacturing in which the job passes through the functional departments in lots

         c)   where the product and process standardization exists and all outputs follow the same path

         d)   where the production facilities are arranged as per the sequence of production operations from the first operations to the finished product.

8102   [Turn over

ii) Control chart for variables is

    a) Fraction Defective Chart (p-chart)

    b) Range Chart (R-chart)

    c) Number of Defects Chart (c-chart)

    d) none of these.

iii) FSN analysis is required to control

    a) quality of the product   b) inventory

    c) industrial disputes   d) all of these.

iv) EOQ is a particular order size at which

    a) carrying costs become minimum

    b) ordering costs become minimum

    c) total inventory costs become minimum

    d) all of these are minimum.

v) According to Maslow's Need Hierarchy, the last level of needs includes

a) esteem needs

b) needs for foods, clothing & shelter

c) need for self actualization

d) social needs.

vi) Under Selective Inventory Control, VED analysis defines VED as

a) Value, Engineering and Design

b) Vital, Essential and Desirable

c) Volume, Economy and Demand

d) none of these.

vii) Marketing begins with

a) hiring of employees & ends with firing of employees

b) recognition of need & ends with customer satisfaction

c) store and ends with finished products

d) fund inflow and ends with outflow.

viii) Who professed Hygiene Theory of Motivation ?

   a)   Abraham Maslow   b)   Philip Kotler

   c)   Herzberg   d)   Douglas McGregor.

ix) Financial management deals with

   a)   satisfying the needs of customer

   b)   training and development of employees

   c)   procurement and utilization of fund

   d)   designing user-friendly products.

x) Which 'P' is not under 4P's of Marketing ?

   a)   Product   b)   Price

   c)   Packaging   d)   Place.

xi) Cost of Quality i.e., the business costs incurred in achieving a quality product include

   a)   Prevention costs   b)   Appraisal costs

   c)   Failure costs   d)   all of these.

xii) Dividing the market for a consumer product based on factors of Age, Gender & Income is known as

    a)   Behavioural Segmentation

    b)   Demographic segmentation

    c)   Psychographic segmentation

    d)   Geographic segmentation.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following   3 × 5 = 15

2.   Write down the basic roles and functions of management.

3.   State the concept of six sigma.

4.   Explain the process of informal communication.

5.   How is Selling different from Marketing ?

6.   What are the objectives of Production Management ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7.   a)   The requirement of a particular size of oil seal at an automobile firm is estimated at 40,000 Nos. next year. The oil seal is available locally with a lead time of 2 weeks and it costs Rs. 10 each.
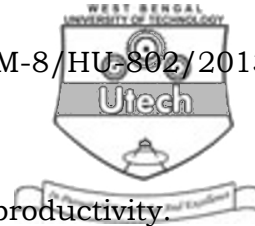
The cost of order writing, follow up, primary inspection and in warding stores is computed at Rs. 50 per order. The holding cost is estimated at Rs. 2 per unit for storage plus 20% per unit per year on account of opportunity cost of the capital.

    i)   How many units should the firm order at a time to optimize the inventory costs ?

    ii)   What is the annual inventory costs ?

  b)   What are the two costs associated with inventory management ?   10 + 5

8.   a)   The following are the inspection results of 10 lots, each lot being 300 items. Number of defectives in each lot is 25, 30, 35, 40, 45, 35, 40, 30, 20 and 50. Calculate the average fraction defective and three sigma for p-chart and state whether the process is in control.

  b)   Explain the causes of variations in quality.

  c)   Elucidate 'Cost of Quality'.   8 + 3 + 4

9.   a)   What are the different types of production system ?

  b)   How does production planning differ from production control ?

  c)   State the functions of production planning.   4 + 5 + 6

10. a) Discuss the functions of Marketing.

   b) Distinguish between production and productivity.

   c) Elucidate the four *P*'s of marketing mix.   3 + 4 + 8

11. Write short notes on any *three* of the following :   3 × 5

   a) Product life cycle

   b) Time study and motion study

   c) 'Product Mix' and 'Product Line'

   d) Working Capital

   e) KAIZEN.

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