

**(DME 411)**

**B.Tech DEGREE EXAMINATION, MAY - 2015**

**(Examination at the end of Fourth Year)**

**MECHANICAL ENGINEERING**

**Paper - I : Industrial Engineering & Management**

**Time : 3 Hours**

**Maximum Marks : 75**

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*Answer question No.1 compulsory*

*(5 × 3 = 15)*

*Answer ONE question from each unit*

*(4 × 15 = 60)*

- 1) a) Time Study.  
b) Productivity  
c) SIMO CHART  
d) Joint Stock Company.  
e) Product life cycle.

**UNIT - I**

- 2) a) Define Method Study. Discuss the use of fundamental hand motions (THERBLIGS).  
b) Enlist work measurement objectives and Techniques.

OR

- 3) a) Explain in detail the management techniques to reduce work content and idle time.  
b) Explain the methods to measure and improve productivity.

**UNIT - II**

- 4) a) Enlist the principles of Plant Layout.  
b) Explain the procedure for a work sampling study.

OR

- 5) a) “Right selection of a plant layout confirms the success of an Enterprise”-Discuss.  
b) Explain in detail the principles of Motion Economy.

**UNIT - III**

- 6) a) Enlist and explain various forms of Business Organization.  
b) What are the various functions of a Personnel Manager.

OR

- 7) a) Explain the Job analysis and Job design in Personnel Management.  
b) “Personnel Manager is the bridge between management and employees”- Justify.

**UNIT - IV**

- 8) a) Differentiate between Selling and Marketing.  
b) Why market research is essential before launching a product?

OR

- 9) a) Enlist the functions of finance in an organization.  
b) Explain in brief the common methods of depreciation.

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