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B.E / B.Tech (Full -Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2014

MECHANICAL

SEMESTER VII

ME 483 / MG 9362 INDUSTRIAL MANAGEMENT

(Regulation 2004/ 2008)

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Give any two principles of Henry Fayol.
2. What are the responsibilities of Line Managers?
3. What is product departmentalisation ?
4. What is the meaning of continuous improvement?
5. What is Job satisfaction?
6. Write any two salient features of an acceptable individual behavior
7. What is non-verbal communication in management?
8. Define the term "Ethics"
9. Write any two advantages of SWOT Analysis
10. What is Business Process Reengineering ?

Part – B (5 x 16 = 80 marks)

11. Discuss the various forms of business organisations. If you have to form an organisation what shall be your most preferred form of business organisation .Explain
12. a) What are the difficulties faced by leaders in managing and decision making in private and public sector undertakings in India. Give suitable examples

(OR)

12. b) Discuss the methodologies followed by organisations in solving the problems arising due to productivity and operations management in manufacturing sector

13. a) Discuss any two ,each from content and process theories of motivation.

(OR)

13. b) Write about the linkage between behavior and performance in Indian companies?
What are your innovative suggestions in this regard ?

14. a) Elaborately explain about the organisational change and development process.

(OR)

14. b) What are the challenges faced by organisations in managing employees in India with reference to culture and value systems ? Are they similar in organisations around the globe ?

15. a) Explain the various management strategies followed by IT/ITES companies in India to retain the work force. Suggest innovative methods for managing such scenarios.

(OR)

15. b) Discuss the procedures followed in administration of ERP (Enterprise Resource Planning) systems in an organisation of your choice