

Total No. of Questions : 10]

SEAT No. :

P3292

[Total No. of Pages : 2

[5353]-165

T.E. (Electrical)

INDUSTRIAL & TECHNOLOGY MANAGEMENT

(2012 Pattern)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Neat diagrams must be drawn wherever necessary.
- 2) Assume suitable data, wherever necessary.

- Q1)** a) What is the role of government in macro economics? [6]
b) Explain organization and types of organization structure. [4]

OR

- Q2)** a) Explain the importance of technology management for national economy. [6]
b) Explain Pokka-Yoke quality circles. [4]

- Q3)** a) Write short note on Ishikawa Diagram. [6]
b) Define Marketing. Explain various functions of marketing. [4]

OR

- Q4)** a) Write short notes: [6]
i) Financial management
ii) Methods of costing
b) Explain the scope and importance of Online Marketing. [4]

- Q5)** a) Explain various theories of group formation. [8]
b) Explain the concept of Entrepreneurship. State the qualities of an Entrepreneur. [6]
c) Discuss Maslow's theory of hierarchy of needs. [4]

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OR

- Q6)** a) Compare and contrast 'X & Y theory' and 'Herzberg's theory' of motivation. [8]
b) Define leadership. Explain qualities of a good leader. [6]
c) Differentiate between team and group. [4]

- Q7)** a) Write short note on stress management. [6]
b) Define training. Explain various methods for training of employees. [6]
c) Differentiate between recruitment and selection. [4]

OR

- Q8)** a) Define Human Resource Management. Explain importance and scope of Human Resource Management. [6]
b) What is performance appraisal? State the objectives and types of performance appraisal in details. [6]
c) What is the role of job description in man power planning? Explain. [4]

- Q9)** a) What are the different forms of intellectual property rights? [6]
b) Explain the patent format and structure. [6]
c) What is trademark? How trademark is registered? [4]

OR

- Q10)** a) State the criteria for securing patents. What are the guidelines of the common IPR policy on Patents? [9]
b) Explain in detail about copyright laws. [7]

