

Total No. of Questions : 6]

SEAT No. :

P3684

[Total No. of Pages :2

Engg. - 21
T.E (Electrical) (Semester - I)
Industrial & Technology Management (In Sem.)
(2012 Pattern)

Time :1 Hour]

[Max. Marks :30

Instructions to the candidates :

- 1) *Answer Q1 or Q2, Q3 or Q4, Q5 or Q6*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right side indicate full marks.*
- 4) *Assume Suitable data if necessary*

UNIT-I

- Q1)** a) Explain the features of joint Stock Company. Differentiate between BOT and BOLT. **[5]**
- b) Differentiate between Line & Line and Staff organization. **[5]**

OR

- Q2)** a) Explain the concept of supply. Explain the concept of demand and elasticity of demand. **[6]**
- b) What are the roles of government in macroeconomics? **[4]**

UNIT-II

- Q3)** a) Explain the contribution of HENRY FEYOL in the field of Management. **[5]**
- b) Explain the contribution of ELTON MAYO in the field of Management. **[5]**

OR

- Q4)** a) Explain in brief following: **[6]**
- i) Industrial and Technology Management
 - ii) Phases of Quality Management
 - iii) TQM
- b) Explain in brief following **[4]**
- i) SIX SIGMA
 - ii) ISO Standards

P.T.O.

UNIT-III

- Q5)** a) Define marketing management and state the characteristics of marketing. **[5]**
- b) What are the 7P's of Marketing management? Explain each element of marketing mix. **[5]**

OR

- Q6)** a) Define the concept of Financial Management. What are the functions of a finance manager? **[6]**
- b) What are different methods of costing? Explain **[4]**

