

Total No. of Questions : 6]

SEAT No. :

P4864

[Total No. of Pages : 2

T.E./Insem. - 121

T.E. (Electrical)

INDUSTRIAL AND TECHNOLOGY MANAGEMENT

(2012 Pattern) (Semester -I)

Time : 1 Hour]

[Max. Marks : 30

Instructions to the candidates:

- 1) *Answer Q 1 or Q 2, 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) Give the types of organization structure. Explain line and staff organization. **[4]**

- b) Explain the following types of business organizations **[6]**
- i) Partnership firm
 - ii) Joint stock company
 - iii) Co - operative society

OR

Q2) a) Differentiate between administration and management. **[4]**

- b) Explain F. W. Taylor's theory of management. How does it differ from Henry Fayol's theory? **[6]**

P.T.O.

UNIT - II

- Q3)** a) Write a short note on technology management at various levels. [6]
b) Give classification of technology and explain each in brief. [4]

OR

- Q4)** a) Explain Pareto analysis in detail. [4]
b) Write a short note on Ishikawa diagram. [6]

UNIT - III

- Q5)** a) Write a short note on online marketing. [4]
b) Define capital, debit, credit. Give the details of two types of capital. [6]

OR

- Q6)** a) Differentiate between marketing and selling. [4]
b) Give the names of various methods of costing. Explain any two. [6]

