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SEAT No. :

P5032

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**TE / INSEM - 530**  
**T.E. (Electrical) (Semester - I)**  
**INDUSTRIAL & TECHNOLOGY MANAGEMENT**  
**(2012 Pattern)**

*Time : 1 Hour]*

*[Max. Marks :30*

*Instructions to the candidates:*

- 1) *Answer Q.1, or Q.2, Q.3 or Q.4, Q.5 or Q.6 .*
- 2) *Neat diagram must be drawn wherever necessary.*
- 3) *Figures to the right side indicate full Marks.*
- 4) *Assume suitable data if necessary.*

**Q1)** a) Write a short note on supply, elasticity of supply. [5]

b) Explain organization structure [5]

OR

**Q2)** a) Write a short note on. Henry fayol [5]

b) What is demand forecasting [5]

**Q3)** a) Write a short note on ethics in technology management [5]

b) Write environmental management system standard [5]

OR

**Q4)** a) Write a short note on quality management assistance tool [5]

b) What is pareto analysis [5]

**Q5)** a) What is marketing planning? Explain [5]

b) What are the methods of costing? Explain any one [5]

OR

**Q6)** a) Explain in detail on-line marketing [5]

b) Write a short note on books of accounts and final accounts. [5]

