

Total No. of Questions : 06]

SEAT No. :

P16

[Total No. of Pages : 2

Oct.-16/TE/Insem. - 15

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, Q.3 or Q.4, Q.5 or Q.6.
- 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) What is partnership form of organization? Explain any four characteristics in details. [5]
- b) What are the methods of demand forecasting? [3]
- c) State the characteristics of formal organization. [2]

OR

- Q2)** a) What is mixed ownership company. Explain any four characteristics in details. [5]
- b) What is law of supply? State determinants of supply. [3]
- c) What is formal and informal organizations. [2]

UNIT - II

- Q3)** a) What is creation and creativity? Explain in details. [4]
- b) Define TQM. State the pillars of TQM. [4]
- c) What are the general requirements of quality management system. [2]

OR

- Q4)** a) State USL and LSL. Explain in details. [4]
- b) What is DMAIC methodology in six sigma? [4]
- c) Explain ISO 14001 : 2004 in details [2]

P.T.O.

UNIT - III

- Q5)** a) What is job costing and batch costing? State advantages & disadvantages for above costing. [4]
b) Whether the term selling and marketing is same? Justify your answer.[3]
c) Explain in details market research for business planning. [3]

OR

- Q6)** a) Classify cost on the basic elements. [4]
b) What is integrated marketing? Explain in details. [4]
c) What are the internet marketing strategies [2]

