



[4658] – 545

Seat No.	
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**T.E. (Electrical) (Semester – I) Examination, 2014  
INDUSTRIAL AND TECHNOLOGY MANAGEMENT  
(2012 Course)**

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Answer Q. 1 or Q. 2, Q. 3 or Q. 4, Q. 5 or Q. 6, Q. 7 or Q. 8, Q. 9 or Q. 10.  
2) Neat diagram must drawn **wherever** necessary.  
3) Figures to the **right** side indicate **full** marks.  
4) Assume suitable data, if **necessary**.

1. a) Explain the following types of business organizations : 6  
    i) Partnership firm  
    ii) Joint stock company  
    iii) Co-operative society.  
b) Explain the importance of technology management for national economy. 4
- OR
2. a) Differentiate between marketing and selling. 4  
b) Explain in detail the classification of technology. 6
3. a) Discuss the methods of demand forecasting. 6  
b) Write a short note on Ishikawa diagram. 4
- OR
4. a) Write a short note on : 6  
    i) marketing functions  
    ii) market research.  
b) Explain elasticity of supply and elasticity of demand. 4
5. a) Write a short note on theory X and theory Y. 6  
b) What are the qualities of good leadership ? 4  
c) Discuss the qualities of entrepreneur. 3  
d) Write a short note on group dynamics. 4

OR

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| 6. a) Write a short note on Maslow's theory of need hierarchy. | 6 |
| b) Give the details of Herzberg's two factor theory.           | 6 |
| c) Discuss the theory of group formation.                      | 5 |
| 7. a) Write a short note on Industrial relations.              | 6 |
| b) Discuss the importance of training of employees.            | 4 |
| c) Write a short note on business ethics.                      | 6 |

OR

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| 8. a) Write a short note on labour welfare.   | 6 |
| b) Write a short note on stress management.   | 4 |
| c) Explain recruitment and selection of employees.                                    | 6 |
| 9. a) Give the different forms of intellectual property rights. Discuss briefly each. | 7 |
| b) What is the criteria for securing patents ?  | 5 |
| c) What is meant by intellectual property rights ?                                    | 5 |

OR

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| 10. a) What is meant by patent ?                                   | 5 |
| b) What is the importance of IPR in the modern era ?               | 6 |
| c) Write a short note on laws related to copy right and trademark. | 6 |

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