

Total No. of Questions : 10]

SEAT No. :

P1328

[Total No. of Pages : 2

[4858] - 1065

T.E. (Electrical) (Semester - I)

INDUSTRIAL AND TECHNOLOGY MANAGEMENT

(2012 Pattern) (End Sem.)

Time : 2½ Hours]

[Max. Marks : 70

*Instructions to the candidates:*

- 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 diagrams must be drawn wherever necessary.
- 3) Figures to the right indicate full marks.
- 4) Assume suitable data, wherever necessary.

- Q1)** a) Explain the following types of business organizations. [6]
- i) partnership firm.
  - ii) joint stock company.
  - iii) Co-operative society.

- b) Differentiate between administration and management. [4]

OR

- Q2)** a) Explain the importance of technology management for National Economy. [4]
- b) Explain in detail various methods of costing, explain any two. [6]

- Q3)** a) Differentiate between marketing and selling. [4]
- b) Explain the detail classification of technology. [6]

OR

- Q4)** a) Define capital, debit, credit. Explain the two types of capital. [4]
- b) Write a short note on: [6]
- i) Marketing research.
  - ii) Online Marketing.

P.T.O.

- Q5)** a) Write a short note on Theory X and Theory Y. [6]  
b) What are the qualities of Good Leadership. [4]  
c) Write a short note on Group dynamics. [4]  
d) Write a short note on Qualities of Entrepreneur. [4]

OR

- Q6)** a) Explain Herzberg's two factor theory of motivation. [6]  
b) Explain theories and styles of leadership. [4]  
c) Discuss Maslow's theory of Hierarchy of needs. [4]  
d) Write a short note on formation team and team work. [4]

- Q7)** a) Write a short note on stress management. [6]  
b) Explain recruitment and selection of employees. [6]  
c) Write a short note on Importance of Training in development of Employees. [4]

OR

- Q8)** a) Write a short note on Labour Welfare. [6]  
b) Write the importance of business ethics. [6]  
c) Explain what is job satisfaction and organizational commitment. [4]

- Q9)** a) Write a short note on criteria for securing patents. [6]  
b) What are the different forms of intellectual property rights. [6]  
c) Write a short note on Trademark copy right law. [4]

OR

- Q10)** a) Describe the structure and format of patent. [6]  
b) What is the meaning of Intellectual Property Rights (IPR). [4]  
c) Differentiate between Trademark and Copyright and patent. [6]

