

Total No. of Questions : 10]

SEAT No. :

P1493

[5460]-170

[Total No. of Pages : 2

T.E. (Electrical)

INDUSTRIAL AND TECHNOLOGY MANAGEMENT

(2012 Pattern) (Semester - I) (311121) (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 side indicate full marks.*
- 4) *Assume suitable data if necessary.*

Q1) a) Differentiate between Administration and Management. [5]

b) What is technology? Explain its classification. [5]

OR

Q2) a) Write a short note on online marketing. [5]

b) State the contribution of F.W. Taylor and Elton Mayo towards the theory of Management. [5]

Q3) a) Write a short note on market survey and market research. [5]

b) Write a short note on Pareto Analysis. [5]

OR

Q4) a) Explain Six Sigma. [5]

b) What are the methods of costing. [5]

Q5) a) Explain Maslow theory of need hierarchy. [6]

b) Explain the qualities of good leadership. [4]

c) Discuss the theories of group formation. [6]

OR

Q6) a) Explain the different styles of leadership. [6]

b) Explain theory X and theory Y of Motivation. [6]

c) What are the qualities the entrepreneur should have. [4]

P.T.O.

- Q7)** a) Write a short note on stress management. [6]
b) What are professional and business ethics. [4]
c) What is the difference between recruitment and selection. [6]

OR

- Q8)** a) Write a short note on Labour welfare and Industrial relations. [6]
b) Give the importance of Training in Human resource management. [4]
c) Write a short note on job satisfaction and organizational commitment.[6]

- Q9)** a) What is the criteria for securing patents. [6]
b) Describe the format and structure of patents. [6]
c) What is the meaning of IPR and what are the different forms of IPR.[6]

OR

- Q10)** a) Write a short note on trade mark laws. [6]
b) Write a short note on Intellectual property rights. [6]
c) What is copy right law. [6]

