

Total No. of Questions :12]

SEAT No. :

**P1712**

[Total No. of Pages :3

**[5058] - 345****T.E. (Electrical Engineering)****INDUSTRIAL AND TECHNOLOGY MANAGEMENT****(2012 Course) (End Sem.) (Semester - V) (311121)***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, Q.11 or Q.12.
- 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) Define management. What are the different functions of management?  
State the importance of management. **[5]**

b) Differentiate between proprietary firm and partnership firm. **[5]**

OR

**Q2)** a) Define micro Economics. Explain the concept of supply and elasticity of supply. **[5]**

b) What are the different types of organization? Explain functional organization. **[5]**

**Q3)** a) Explain in brief following. **[6]**

i) Quality circle

ii) Pareto Analysis

b) Differentiate between Administration and management. **[4]**

OR

**Q4)** a) Explain in brief following: **[6]**

i) Ethics in technology management

ii) Pokka yoke

iii) Classification of technology

b) Explain the contribution of F.W. Taylor in the field of management. **[4]**

**P.T.O.**

- Q5)** a) What is sales promotion? State its significance along with the advantages and its disadvantages. [5]
- b) Define the concept of financial management. Elaborate the scope of financial management in a business organization. [5]

OR

- Q6)** a) State different types of costs. Explain the same. [5]
- b) What is marketing research? State and explain methods of marketing research. [5]

- Q7)** a) Define Leadership. Describe its types. What are their importances? [6]
- b) Define Entrepreneur. Explain the different traits of Entrepreneur. [6]

OR

- Q8)** a) State group dynamics theories. What are different types of conflicts? [6]
- b) Define motivation. Distinguish between X and Y Theory [6]

- Q9)** a) Explain in brief following [7]
- i) HR planning
  - ii) Training and Development
  - iii) Time management
- b) What is performance appraisal? State the objectives and types of performance appraisal. [7]

OR

- Q10)**a) What are the provisions of Labour welfare as per Factories Act 1948? [7]
- b) Explain in brief following. [7]
- i) Halo Effect
  - ii) Professional and Business ethics

- Q11)**a) State the patent Laws, Trade mark, and copy Right laws. [7]  
b) What is the Intellectual Property Rights (IPR)? [7]

OR

- Q12)**a) Explain the patent format and structure. [7]  
b) State the criteria for securing patents. What are the guidelines of the common IPR policy on patents? [7]



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