

**III B.Tech II Semester Regular Examinations, April/May 2009
INDUSTRIAL MANAGEMENT****(Common to Mechanical Engineering, Production Engineering,
Aeronautical Engineering and Automobile Engineering)****Time: 3 hours****Max Marks: 80****Answer any FIVE Questions
All Questions carry equal marks**

1. (a) Why is it so difficult to become an effective middle level manager?
(b) Answer briefly on Quantitative approaches to management.
2. (a) What is 'Organisation structure'?
(b) Explain the different methods of structuring an organisation. [4+12]
3. (a) What do you understand by 'Plant location' and explain the needs for a detailed investigation before selecting the location.
(b) Discuss Weber's theory on industrial location. [10+6]
4. What are the objectives of 'Time study' and how is it organized? 1[6]
5. Explain the various functions of a materials manager in a modern organization. [16]
6. A manufacturing company is planning to introduce a new product commercially. The list of activities to be carried out with the corresponding duration of time in weeks is listed below. [16]

Activity	description	duration	immediate predecessor
A	initial discussions	3	-
B	product design	11	A
C	market survey	9	A
D	market evaluation	2	C
E	product costing	5	B
F	Sales plan	6	C
G	Product pricing	2	D,E
H	Prototype construction	11	F,G
I	Market information preparation	8	B
J	Prototype testing	9	H,I

Draw the network to represent various activities of the project, determine the minimum duration of the project.

7. (a) Define 'Quality' and explain the factors that influence the quality of a product.
(b) Discuss the importance of quality in the changing techno economic scenario. [10+6]
8. Critically evaluate different methods of merit rating. [16]

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Set No. 2

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1. Briefly explain the evolution of Management thought. [16]
2. Discuss in detail the different areas of organisation where control is required. [16]
3. Define the concept 'plant layout' and discuss the factors influencing a layout. [16]
4. Enumerate the steps involved in basic work study procedure. [16]
5. (a) What are the objectives of purchasing?
(b) Discuss the basic principles of economic purchasing. [8+8]
6. Explain and illustrate what you understand by network analysis. How would you compare PERT with CPM? [16]
7. (a) Distinguish between 'stratified sampling' and 'random sampling'.
(b) Critically evaluate the advantages and limitations of sampling inspection. [8+8]
8. (a) Distinguish between 'Marketing' and 'selling'.
(b) What are the core concepts of marketing. [8+8]

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1. 'In the present business era, managers are facing numerous challenges'-Elaborate. [16]
2. (a) What do you understand by Departmentation and how can it be implemented?
(b) How do you strike balance between centralisation and decentralisation in a department under your control? [8+8]
3. Suggest suitable locations for the following industries and what are the key factors to be considered?
(a) Auto parts unit
(b) Food processing industries
(c) Large scale milk dairy. [16]
4. (a) What do you understand by 'Predetermined Time motion system? Critically evaluate.
(b) What is 'work sampling' and what are its uses? [8+8]
5. (a) What are the broad objectives of materials manager in a manufacturing organisation?
(b) How do you apply system concept as a materials manager in an organisation? [8+8]
6. The following details relate to a small project with the help of which compute the probability of completion of project within scheduled time. The expected time of each activity is as follows: [16]

Sl. No.	1	2	3	4	5	6	7	8	9
Activity	1-2	1-3	2-4	3-4	4-5	5-6	3-5	5-7	6-7
Activity	6	8	7	12	3	5	7	11	10

7. (a) What do you understand by 'Acceptance sampling'?
(b) Explain the concepts of single and double sampling plans. [8+8]
8. Write short notes on:
(a) Job description

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Set No. 3

(b) Job rotation

(c) Job enlargement

(d) Job analysis.

[4+4+4+4]

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1. What are the different problems and difficulties that are generally faced by managers in decision making? How can you overcome them? [16]
2. (a) Distinguish between formal and informal organisation.
(b) Describe the steps involved in the organising process. [8+8]
3. (a) Enumerate the basic types of plant layouts.
(b) Use suitable diagrams supplementing your narration. [10+6]
4. (a) Define the term 'work study' and state its objectives.
(b) What benefits do you derive from work study. [8+8]
5. (a) What are the broad objectives of materials manager in a manufacturing organisation?
(b) How do you apply system concept as a materials manager in an organisation? [8+8]
6. From the activity details given below, determine the optimal project duration and optimal project cost. Indirect cost is Rs. 75 per day. [16]

Activity	Normal		Crash	
	Time (days)	Cost in Rs.	Time(days)	Cost in Rs.
1-2	8	100	6	200
1-3	4	150	2	350
2-4	2	50	1	90
2-5	10	100	5	400
3-4	5	100	1	100
4-5	3	80	1	100

7. (a) How do you draw inferences from a control chart?
(b) How can you improve the process by using control charts? [8+8]
8. (a) Distinguish between 'Marketing' and 'selling'.
(b) What are the core concepts of marketing. [8+8]
