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BII1304

Industrial Management & Economics
(New) (1040)

P. Pages : 2

Time : Three Hours

Max. Marks : 100

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answersheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. All units are compulsory.
5. Solve **any two** from each unit.
6. Figures to right indicate full marks.

UNIT - I

1. a) Define planning & Explain planning as major activity of Management. **10**
- b) What is Neo-classical Theory of Management ? **10**
- c) Explain Scientific Management with its Principles. **10**

UNIT - II

2. a) Explain functional organisation with its advantages and disadvantages. **10**
- b) What is public sector organisation ? Explain its advantages and disadvantages. **10**
- c) Explain joint Stock Company. **10**

UNIT - III

3. a) What is Working Capital Cycle? "Working Capital should not be excessive or inadequate." Justify. **10**
- b) "Financial Institutions are called as developing banks of India." Justify. **10**
- c) Explain characteristics of wants. **10**

UNIT - IV

4. a) What is advertising ? What are different media of advertising ? What factors should be considered in selection of advertising media ? **10**
- b) What is Man power planning ? State its objective & advantages. **10**
- c) Explain following methods of executives. **10**
- i) Case Study Method.
- ii) Role Playing Method.

UNIT - V

5. a) What is MIS ? Explain its objectives and advantages. **10**
- b) What is Intellectual Property Rights (IPR)? Describe the role played by IPR. **10**
- c) "What is ISO Certification ? ISO Certification Provides better opportunities for business." Justify. **10**
