# ANURAG Engineering College
## (An Autonomous Institution)
### III B.Tech II Semester Supplementary Examinations, Dec–2023/Jan-2024
### INDUSTRIALMANAGEMENT
### (MECHANICAL ENGINEERING)

**Time: 3 Hours**                                                         **Max.Marks:75**

## Section – A (Short Answer type questions)                    (25 Marks)
**Answer All Questions**

| | | Course Outcome | B.T Level | Marks |
|---|---|---|---|---|
| 1. | What are Social Responsibilities of Manager | CO1 | L1 | 2M |
| 2. | What are types of organization structures? | CO1 | L1 | 3M |
| 3. | Define method study? | CO2 | L1 | 2M |
| 4. | What do you mean by EOQ? | CO2 | L1 | 3M |
| 5. | What is Human Resources Management (HRM)? | CO3 | L1 | 2M |
| 6. | What are the functions of marketing? | CO3 | L1 | 3M |
| 7. | Define CPM? | CO4 | L1 | 2M |
| 8. | What do you mean by PERT? | CO4 | L1 | 3M |
| 9. | Define Six-sigma? | CO5 | L1 | 2M |
| 10. | What do you mean by Just in time production? | CO5 | L1 | 3M |

## Section B (Essay Questions)
**Answer all questions, each question carries equal marks.**          (5 x 10M = 50M)

| | | | Course Outcome | B.T Level | Marks |
|---|---|---|---|---|---|
| 11. | A) | Briefly describe Douglas McGregor's Theory X? | CO1 | L3 | 10M |
| | | **OR** | | | |
| | B) | Explain Taylor's Scientific Management Theory? | CO1 | L2 | 10M |
| 12. | A) | What Basic procedure involved in Work measurement? | CO2 | L3 | 10M |
| | | **OR** | | | |
| | B) | Briefly explain about X chart and R chart? | CO2 | L2 | 10M |
| 13. | A) | Explain Job Evaluation and Merit Rating? | CO3 | L2 | 10M |
| | | **OR** | | | |
| | B) | Write about Marketing strategies based on Product Life cycle? | CO3 | L3 | 10M |
| 14. | A) | Write a short note on the following- <br> i) Probability of Completing the project within given time <br> ii) Project Crashing | CO4 | L3 | 10M |
| | | **OR** | | | |
| | B) | What is difference between PERT & CPM? | CO4 | L3 | 10M |
| 15. | A) | Briefly describe about SWOT Analysis with examples? | CO5 | L3 | 10M |
| | | **OR** | | | |
| | B) | What is Environmental Scanning? Also discuss about Value chain Analysis? | CO5 | L3 | 10M |