Question Paper Code: R18A32MB02

R18

ANURAG Engineering College

(An Autonomous Institution)

III B.Tech II Semester Regular/Supplementary Examinations, June/July - 2024

INDUSTRIAL MANAGEMENT

(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.	Define management.	CO1	L1	2M
2.	List out Functions of Management.	CO1	L1	3M
3.	What is Plant Layout?	CO2	L1	2M
4.	Define supply chain management.	CO2	L1	3M
5.	What do you mean by selection?	CO3	L2	2M
6.	What are the elements of Marketing Mix	CO3	L1	3M
7.	Define Slack?	CO4	L1	2M
8.	What is project crashing?	CO4	L2	3M
9.	Define Vision.	CO5	L1	2M
10.	Write brief note on Six Sigma	CO5	L2	3M

Section B (Essay Questions)

Answer all questions, each question carries equal marks. **(5 X 10M = 50M)**

11. A)	Examine the Taylor's Scientific Management principles considering both its positive impact on efficiency and potential drawbacks related to worker well-being and creativity?	CO1	L3	10M
	OR			
B)	Critically examine the contribution of Maslow's Theory of Human Needs.	CO1	L3	10M
12. A)	Illustrate the methods of production with examples?	CO2	L2	10M
	OR			
B)	Elucidate the reasons why inventory control is crucial for business, particularly in managing costs and optimizing resources.	CO2	L2	10M
13. A)	Explain the importance and process of performance appraisal.	CO3	L2	10M
	OR			
B)	Elaborate the functions of channels of distribution.	CO3	L2	10M
14. A)	Examine difference between PERT (Program Evaluation and Review Technique) CPM (Critical Path Method) and their application of use.	CO4	L3	10M
	OR			

B) ABC project consists of the following activities with the given time estimates. CO4 L3 10M

	Estimates duration (in months)		
Activity	Optimistic	Most likely	Pessimistic
1-2	2	2	14
1-3	2	8	14
1-4	4	4	16
2-5	2	2	2
3-5	4	10	28
4-6	4	10	16
5-6	6	12	30

Draw the Network Diagram and Calculate the average expected time for each activity.
Calculate Latest Allowable occurrence time and Earliest Expected Time? Mention the Critical Path?

15. A) Discuss the process of environmental scanning and its role in strategy formulation. CO5 L2 10M

OR

B) Explain the following CO5 L2 10M
i) Total Quality Management ii) Just-In-Time (JIT) system