



[4658] – 545

Seat No.	
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**T.E. (Electrical) (Semester – I) Examination, 2014
INDUSTRIAL AND TECHNOLOGY MANAGEMENT
(2012 Course)**

Time : 3 Hours

Max. Marks : 70

Instructions : 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.

2) Neat diagram must drawn **wherever** necessary.

3) Figures to the **right** side indicate **full** marks.

4) Assume suitable data, if **necessary**.

1. a) Explain the following types of business organizations : 6
 - i) Partnership firm
 - ii) Joint stock company
 - iii) Co-operative society.
- b) Explain the importance of technology management for national economy. 4
- OR
2. a) Differentiate between marketing and selling. 4
- b) Explain in detail the classification of technology. 6
3. a) Discuss the methods of demand forecasting. 6
- b) Write a short note on Ishikawa diagram. 4
- OR
4. a) Write a short note on : 6
 - i) marketing functions
 - ii) market research.
- b) Explain elasticity of supply and elasticity of demand. 4
5. a) Write a short note on theory X and theory Y. 6
- b) What are the qualities of good leadership ? 4
- c) Discuss the qualities of entrepreneur. 3
- d) Write a short note on group dynamics. 4

OR

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| 6. a) Write a short note on Maslow's theory of need hierarchy. | 6 |
| b) Give the details of Herzberg's two factor theory. | 6 |
| c) Discuss the theory of group formation. | 5 |

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| 7. a) Write a short note on Industrial relations. | 6 |
| b) Discuss the importance of training of employees. | 4 |
| c) Write a short note on business ethics. | 6 |

OR

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| 8. a) Write a short note on labour welfare. | 6 |
| b) Write a short note on stress management. | 4 |
| c) Explain recruitment and selection of employees. | 6 |

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| 9. a) Give the different forms of intellectual property rights. Discuss briefly each. | 7 |
| b) What is the criteria for securing patents ? | 5 |
| c) What is meant by intellectual property rights ? | 5 |

OR

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| 10. a) What is meant by patent ? | 5 |
| b) What is the importance of IPR in the modern era ? | 6 |
| c) Write a short note on laws related to copy right and trademark. | 6 |
