

Total No. of Questions : 10]

SEAT No. :

P2391

[4758] -550

[Total No. of Pages :3

T.E. (Electrical)

INDUSTRIAL AND TECHNOLOGY MANAGEMENT

(2012 Course) (End - Sem.) (311121)

Time : 2 ½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 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 diagrams must be drawn wherever necessary.*
- 3) Figures to the right indicates full marks.*
- 4) Assume suitable data, if necessary.*

- Q1)** a) Differentiate between Proprietary firm and partnership firm. [3]
- b) Differentiate between Administration and Management. [3]
- c) What is marketing research? State and explain methods of marketing research. [4]

OR

- Q2)** a) Define Management. What are the different functions of Management? State the importance of Management. [3]
- b) Explain the contribution of F.W. Taylor in the field of Management. [3]
- c) What is sales promotion? State its significance along with the advantages and its disadvantages. [4]
- Q3)** a) What are the different types of organization? Explain functional organization. [3]
- b) Explain in brief following: [4]
- i) Pokka Yoke
 - ii) Classification of technology

P.T.O.

- c) Define the concept of Financial Management. Elaborate the scope of financial management in a business organization. [3]

OR

- Q4)** a) What is Creation & Creativity. [3]
b) Explain in brief following: [4]
i) Quality circle
ii) Pareto Analysis
c) Differentiate between selling and marketing. [3]

- Q5)** a) State group dynamics theories. What are different types of conflicts? [6]
b) Define Motivation. Explain any five theories of motivation. [6]
c) Distinguish between X & Y Theory. [4]

OR

- Q6)** a) Define leadership. Describe its types. What are their importances? [6]
b) Define Entrepreneur. Explain the different traits of Entrepreneur. [6]
c) Differentiate between Team & Group. [4]

- Q7)** a) What is performance appraisal? State the objectives and types of performance Appraisal in details. [9]
b) What are the provisions of Labour Welfare as per Factories Act 1948? [8]

OR

- Q8)** a) Explain in brief following: [9]
i) HR Planning
ii) Training and Development
iii) Time Management

- b) Explain in brief following: [8]
- i) Halo effect
 - ii) Professional and Business ethics

- Q9)** a) What is the Intellectual Property Rights (IPR)? Explain all its types. [7]
- b) Explain the Patent format and structure. [7]
- c) What is Trademark? How trademark is registered? [3]

OR

- Q10)** a) State the Patent Laws, Trade mark and Copy Right Laws. [9]
- b) State the criteria for securing Patents. What are the guidelines of the common IPR policy on patents? [8]

