

BACHELOR OF PRINTING ENGINEERING EXAMINATION, 2017

(4th Year , 2nd Semester)

INDUSTRIAL MANAGEMENT

Time : 3 Hrs.

Full Marks: 100

- 1. Answer any Four of the following questions:** **(5x4=20)**
- a) What is Span of control?
 - b) What is Departmentalization? Describe it with example.
 - c) Explain different types of network diagrams used for project management in industry.
 - d) Why organization structure is important for any industry?
 - e) Explain: Batch Production and Jobbing Production.
 - f) Briefly discuss on the functions of finance of a company.
- 2. Answer any Four of the following questions:** **(15x4=60)**
- a) Describe basic managerial functions of any industry.
 - b) Briefly describe the difference between X theory and Y theory.
 - c) What is Control Chart? Why it is needed in any industry? Explain different types of control charts. **(2+3+10)**
 - d) i) What is Multifactor Productivity?
ii) A company that processes fruits and vegetables is able to produce 400 cases of canned peaches in one half hour with four workers. What is the labor productivity? **(5+10)**
 - e) What is the difference between Marketing and Selling? Describe the system of marketing. **(7+8)**
 - f) Explain different types of Organization Structures.
- 3. Briefly discuss the following terms(any two):** **(10x2=20)**
- a) Office Management.
 - b) Break Even Analysis
 - c) Managerial Skills
 - d) Marketing Mix