

B.E./B.TECH. Degree Examination, September 2020

Semester - VIII

CH16018- Industrial Management

(Regulation 2016)

Time: Three hours

Maximum: 80 Marks

Answer **ALL** questions**PART A - (8 X 2 = 16 marks)**

1. ONGC is an example for _____ whereas Reliance industries comes under _____ respectively.
 - a) Co-operative societies
 - b) Private sector and public enterprises
 - c) Public and Private Sector enterprise
 - d) Joint stock company and Public sector.
2. The primary quality developed by an authentic leadership is -----
 - a) Motivation
 - b) Support
 - c) Promises
 - d) Trust
3. Which of the following skills are required for a manager?
 - a) Technical skills
 - b) Human skills
 - c) Conceptual skills
 - d) all of the above
4. Group decisions are time consuming.
 - a) True
 - b) False
5. List two practical examples for businesses under single-ownership.
6. Contrast formal and informal training methods.
7. Give your comment on "Employees treat customers the same way the organization treats them"
8. Differentiate group and team.

PART B - (4 X16 = 64 marks)

09. (a) (i) Explain why Frederick Winslow Taylor is referred as to the father of Scientific management approach. **(8)**
 (ii) Modern management has evolved from Pre-classical, Classical, behavioral, Quantitative and contemporary viewpoints. Briefly explain the main innovative ideas of any one of these viewpoints. **(8)**
(OR)
- (b) (i) Assume you are starting a business alone in Chennai and you started the same business with your friend in Bangalore, also starting the same business with your 3 brothers and 2 sisters in Coimbatore. List the pros and cons of your business at three different locations with respect to your ownership. Which type of ownership you prefer? Justify your answer. **(16)**
10. (a) (i) Distinguish between the terms strategy and policy. List some of the issues on which a policy will be laid down in the area of finance. How can policies will be made effective? **(8)**
 (ii) Decision making in time is crucial. Justify with proper example/case study. **(8)**
(OR)
- (b) (i) Consider any two relevant examples and explain the staffing, recruitment, performance appraisal, training and leadership for the same. **(16)**
11. (a) (i) "Job satisfaction is the must". Explain your thought on this. **(8)**
 (ii) Which is your dream job? Justify your answer with respect to job satisfaction. **(8)**
(OR)
- (b) (i) Consider yourself as a Manager of any company/industry of your choice and explain your roles and functions as a manager with respect to your example company/industry. **(16)**

12. (a) (i) Leadership is especially important in multiteam systems. Why? (6)
(ii) How will you overcome the resistance to changes? (10)
- (OR)**
- (b) (i) Illustrate with an example about group decision making and its challenges and advantages. (8)
(ii) Unethical behavior is a team effort. Justify your thought on this. (8)