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Question Paper Code : 91952

B.E./B.Tech. DEGREE EXAMINATIONS, APRIL/MAY 2025.

Seventh Semester

Mechanical Engineering

GE 3792 — INDUSTRIAL MANAGEMENT

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List the primary functions of Management.
2. Bring the importance of trade union.
3. Brief about the different types of Planning.
4. Distinguish authority and power.
5. Mention the various forms of communication.
6. What is intuitive decision making?
7. Mention the important motivational factors.
8. What are the sources of resistance to change in an organization?
9. Brief about "Business Process Re-engineering (BPR)".
10. List the benefits of ERP.

PART B — (5 × 13 = 65 marks)

11. (a) Explain the fourteen principles of Management as advocated by Henry Fayol.

Or

- (b) (i) Enumerate the differences between Partnership and Sole traders. (7)

- (ii) List and explain the different kinds of Partners. (6)

12. (a) (i) Bring out the factors affecting Centralization. Also highlight the merits and demerits of Centralization with examples. (7)

- (ii) Explain the steps and guidelines to be followed while delegating authority. (6)

Or

- (b) Define staffing. Identify the steps involved in selection process.

13. (a) Explain in detail about the various types of leadership with its different styles.

Or

- (b) Explain the process of decision - making. Describe the various types of decision.

14. (a) Discuss the Maslow's need hierarchy theory. Compare and contrast the Maslow and Herzberg theory of Motivation.

Or

- (b) Explain how managers can successfully motivate people taking clue from Vroom's valence and expectancy model.

15. (a) Amazon, the company originally started as an online marketplace for books but gradually expanded its offerings to include a wide range of product categories. This diversification led to it being referred to as "The Everything Store". Conduct a SWOT analysis to improve their performance.

Or

- (b) Discuss the history and evolution of Enterprise Resource Planning (ERP). Discuss the various reasons for the growth of ERP. How the ERP systems improve satisfaction and goodwill?

PART C — (1× 15 = 15 marks)

16. (a) Mr. Arun was a young textile engineering graduate; he joined a small textile plant in Coimbatore as Graduate Engineer. Arun collected information about the textile industry and found there was huge scope for the industry. Within six years, Arun becomes senior manager of the textile plant and successfully increased the textile plant capacity and profit. To his employees Arun was friendly and highly flexible boss. He preferred to lead by example rather than tell people how to do their jobs. However, Arun committed a big mistake of not grooming a successor. Therefore, there was a vacuum at the top when he resigned and left the organization.

Answer the following questions:

- (i) What were the qualities of Arun as a Manager? (6)
- (ii) Discuss the roles played by managers according to Mintzberg. What roles of the manager did Arun play? (6)
- (iii) Do you think Arun was a successful Manager? Justify. (3)

Or

- (b) XYZ Company has various strategic business units such as Textiles, InfoTech, Pharma and electronics. Write about the different forms of departmentalization. Which form of departmentalization is suitable for this company, why?
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