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Question Paper Code : 12336

B.E./B.Tech. DEGREE EXAMINATIONS, APRIL/MAY 2026.

Seventh Semester

Mechanical Engineering

GE3792 — INDUSTRIAL MANAGEMENT

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Mention any four important characteristics to be present in managers.
2. List the merits and de-merits of trade union.
3. What are the objectives of planning in management?
4. Define planning premises.
5. How does leadership differ from management?
6. What is Internal audit?
7. Differentiate between intra group and inter group.
8. How to overcome the resistance to change in an organization?
9. Define Enterprise Resource Planning (ERP).
10. What is meant by Total Productive Maintenance (TPM)?

PART B — (5 × 13 = 65 marks)

11. (a) Explain how the Mintzberg's ten managerial roles helps to shape a manager's external and internal relationship.

Or

- (b) (i) List the main characteristics of public enterprises. (7)
(ii) Differentiate sole proprietorship and partnership. (6)

12. (a) Define staffing. Discuss about the steps involved in the selection process.

Or

- (b) "ABC" Group of companies has various strategic business units such as media, Info Tech, education, health care and aviation. Write about the different forms of departmentalization. Which form of departmentalization is suitable for this company?

13. (a) "Communication through electronic/social media is helpful for effective business". Do you agree with the statement? Discuss.

Or

- (b) Administration essentially is a decision-making process: Elucidate this statement and explain the various types of decisions taken by executives.

14. (a) How can McClelland's theory be applied to analyze the effectiveness of team dynamics in a project-based environment? Discuss in detail.

Or

- (b) Compare Vroom's Expectancy Theory with another motivation theory (e.g., Maslow's Hierarchy or Herzberg's Theory). What are the key analytical differences in how each explains employee motivation? Discuss

15. (a) How can analyzing benchmarking data help identify performance gaps within an organization's operations? Discuss in detail.

Or

- (b) Compare a traditional process improvement approach with Business Process Reengineering (BPR). What are the key analytical differences in terms of scope, impact, and methodology?

PART C — (1 × 15 = 15 marks)

16. (a) EcoClean is a mid-sized company that produces environmentally friendly cleaning products. It has built a strong reputation for innovation and sustainability. Its products are sold in niche organic stores and through online platforms. However, larger competitors like ProClean and GreenWave are entering the eco-friendly market with bigger marketing budgets and broader distribution networks.

EcoClean faces increasing costs due to sustainable raw material sourcing, and its supply chain is easily disrupted by global shortages. Despite these challenges, the brand enjoys loyal customers and has recently been featured in sustainability awards. The company is considering whether to expand into supermarkets or stay focused on online and boutique retail.

Answer the following questions:

- (i) How do EcoClean's internal strengths (e.g. brand loyalty and innovation) position it to respond to the external opportunities in the eco-product market?
- (ii) Compare EcoClean's SWOT profile with that of a large competitor like ProClean. What strategic implications arise from their differences?

Or

- (b) NovaTech is a mid-sized electronics manufacturer struggling with low productivity and inefficient workflows. The production line workers feel disconnected from management decisions, and supervisors focus mostly on enforcing tasks rather than developing employee skills. The company hires two consultants: one who recommends Frederick Taylor's scientific management approach (emphasizing task standardization and performance-based incentives), and another who proposes Henri Fayol's administrative theory (emphasizing planning, organizing, leading, and controlling through a top-down approach with clear principles of administration).

Answer the following questions:

- (i) How do Taylor's and Fayol's principles differ in addressing the management issues at NovaTech? Analyze which aspects of the company's problems each theory is better suited to solve.
- (ii) Compare the roles of supervisors under Taylor's and Fayol's models. Based on NovaTech's needs, how might adopting each model affect leadership effectiveness?

