

Total No. of Questions : 8]

SEAT No. :

P3371

[Total No. of Pages : 2

[5353]-565

**TE. (Electrical)) (End Semester)**  
**INDUSTRIAL & TECHNOLOGY MANAGEMENT**  
**(2015 Pattern)**

*Time : 2½ Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *Answer Q.1 or Q.2, Q.3 or Q4, Q.5 or Q.6, Q.7 or Q8.*
- 2) *figures to the right side indicate full marks.*
- 3) *Draw neat diagrams wherever necessary.*
- 4) *Assume suitable data, if necessary.*

- Q1)** a) What are the different types of organization ? Explain functional organization. [6]
- b) Explain the concept of supply and elasticity of supply. [7]
- c) Explain Environmental Management System Standard in details. [7]

OR

- Q2)** a) Explain Management and its relation with society. [6]
- b) Explain Pokka Yoke (Mistake Proofing) quality circles. [7]
- c) Write a short note on Ethics of Technology Management. [7]

- Q3)** a) Explain in details Marketing and selling. [6]
- b) Explain online marketing. Write its advantages and disadvantages. [10]

OR

- Q4)** a) What is Financial Management? Explain in details. [6]
- b) What are the methods of costing. Explain in detail. [10]

**P.T.O.**

**Q5) a)** Explain Group dynamics in details. What are the types of group dynamics? Explain. [10]

b) Explain Herzberg's two factor theory in details. [7]

OR

**Q6) a)** Write a short note on HR Planning and Recruitment. [10]

b) What are the qualities of Good Leadership? Explain in details. [7]

**Q7) a)** State the criteria for securing Patents. What are the guidelines of the common IPR policy on patents? [10]

b) What are the Importance and limitations of rational decision making? [7]

OR

**Q8) a)** What is the Intellectual Property Rights (IPR)? Explain all its types. [10]

b) State the Patent Laws, Trade mark and Copy Right Laws. [7]

