

Total No. of Questions :8]

SEAT No. :

**P3615**

**[5560]-570**

[Total No. of Pages :2

**T. E. (Electrical)**

**INDUSTRIAL AND TECHNOLOGY MANAGEMENT**

**(2015 Pattern) (311121)**

**Time : 2½ Hours]**

**[Max. Marks : 70**

**Instructions to the candidates:**

- 1) Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right side indicate full marks.
- 4) Assume suitable data if necessary.

- Q1)** a) Explain Public Sector Undertaking (PSU) in detail. [6]  
b) Write a short note on the development in Industrial management. [7]  
c) Explain ISO 14001:2004 in details. [7]

OR

- Q2)** a) What are six sigma? Explain in detail. [6]  
b) What are the ethics in Technology management. [7]  
c) What is Limited Liability Partnership? Explain LLP act 2008. [7]

- Q3)** a) What are the characteristics of marketing management. [5]  
b) Explain online marketing in details. [5]  
c) What are the methods of costing? Explain in short all methods. [6]

OR

- Q4)** a) Explain oligopoly in details. [5]  
b) What is financial management? Explain in details. [5]  
c) What is monopolistic competition? Explain. [6]

**P.T.O.**

- Q5)** a) What are the different types of group dynamics? [5]  
b) Explain the different qualities for good leadership. [6]  
c) What is HR planning? Explain in detail. [6]

OR

- Q6)** a) What is Recruitment? Explain Recruitment process in detail. [5]  
b) Write a short note on [6]  
i) Norming ii) Storming  
iii) Forming iv) Performing  
v) Adjourning  
c) Explain Human Resource Management in details. [6]

- Q7)** a) Define Entrepreneurship. Explain the concept and trails of Entrepreneurship. [5]  
b) What are the importance and limitations of rational decision making. [6]  
c) Write patent format & structure in details. [6]

OR

- Q8)** a) What happened if the incentives for small business development is not given? [5]  
b) What are the different forms of IPR? Explain. [6]  
c) Explain decision making under certainty, uncertainty & Risk. [6]

