

Total No. of Questions : 8]

SEAT No. :

P2946

[Total No. of Pages : 2

[5669]-535

T.E. (Electrical)

INDUSTRIAL AND TECHNOLOGY MANAGEMENT

(2015 Pattern)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8.
- 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) What are the methods of demand forecasting? Explain any one in detail. [6]  
b) Define Technology. How it is classified? Explain any one technology in detail. [7]  
c) Define quality management. What is the effect of quality management. [7]

OR

- Q2)** a) Explain the scope in Industrial management in detail. [6]  
b) What is Pareto analysis? Explain. [7]  
c) What is economics? Define economics. Explain economical demand. [7]
- Q3)** a) What is the difference between market survey and market research. [5]  
b) State the characteristics of marketing management. [5]  
c) What are the different types of cost. [6]

OR

- Q4)** a) What are the types of marketing management? Explain in detail. [5]  
b) Explain monopolistic competition in detail. [5]  
c) What is online marketing? Comment in detail. [6]

P.T.O.

- Q5)** a) What are the different theories of work motivation? Explain Maslow Hierarchy of needs theory. [5]  
b) What are the different stages of group dynamics. Explain. [6]  
c) What is Recruitment? Explain recruitment process in details. [6]

OR

- Q6)** a) Write a short note on [5]  
i) Recruitment ii) Selection  
iii) Training & Development iv) Performance management  
b) Explain Herzberg's two factor theory in detail. [6]  
c) What are the qualities of good leadership. [6]
- Q7)** a) Define Entrepreneurship. Explain the concept and traits of entrepreneurship. [5]  
b) What are the qualities of Entrepreneur. [6]  
c) Why the incentives for small business development is given? Explain. [6]

OR

- Q8)** a) What are the different forms of IPR. Explain any one in detail. [5]  
b) Explain decision making under certainty, uncertainty and risk. [6]  
c) What is trademark? Explain in detail. [6]

