

Total No. of Questions : 8]

SEAT No. :

PA-1456

[Total No. of Pages : 2

[5926]-72

T.E. (Electrical Engineering)

INDUSTRIAL AND TECHNOLOGY MANAGEMENT

(2019 Pattern) (Semester - I) (303141)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Solve Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8.
- 2) Figures to the right indicate full marks.
- 3) Neat diagrams must be drawn wherever necessary.
- 4) Assume suitable additional data, if necessary

Q1) a) Explain patent format and structure in detail. **[9]**

b) Write a short note on HR planning and Recruitment. **[9]**

OR

Q2) a) What is Intellectual Property Rights (IPR)? Explain all its types? **[9]**

b) Explain types of training and development method. **[9]**

Q3) a) Explain in brief following. **[8]**

i) Poka Yoke (Mistake proofing)

ii) SIX SIGMA

b) Explain Quality Management system standard ISO 14001 : 2004. **[9]**

OR

Q4) a) Explain Environmental Management System Standard in details. **[8]**

b) What is meaning of Kaizen. How 5S is used in implementation of Kaizen. **[9]**

Q5) a) Explain in detail : **[9]**

i) Concept of Monopolistic competition

ii) Online Marketing

b) What is cost? Explain any four method of costing in detail. **[9]**

OR

P.T.O.

- Q6) a)** Explain in detail : [9]
i) Oligopoly
ii) Marketing Research
b) Describe the different types of taxes in detail. [9]

- Q7) a)** Enlist the theories of work motivation. Explain Herzberg's Two factor theory in detail. [9]
b) What are the good qualities of good leadership? Explain in details. [8]

OR

- Q8) a)** What is group dynamics? Explain the stages of group dynamics in detail. [8]
b) Explain decision making under certainty, uncertainty & risk. [9]

