

Total No. of Questions : 8]

SEAT No. :

P-282

[Total No. of Pages : 2

[6003]-361

T.E. (Electrical Engineering)

INDUSTRIAL AND TECHNOLOGY MANAGEMENT

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

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) *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 the following : **[9]**

- i) Design
- ii) Trademark
- iii) Copyrights

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) What is Performance Appraisal? State the objective and Performance Appraisal? **[9]**

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

- i) TQM
- 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]**

P.T.O.

- Q5) a)** Explain in detail : [9]
i) Concept of Monopolistic competition
ii) Oligopoly
b) What is cost? Explain any four method of costing in detail. [9]

OR

- Q6) a)** Explain in detail : [9]
i) Online Marketing
ii) Marketing Research
b) Explain the terms : [9]
i) Price
ii) Capital
iii) Credit and Debit
iv) Books of Account

- 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 Government policies and incentives for small business development. [9]
