

Code No: 56016

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech III Year II Semester Examinations, May - 2016

INDUSTRIAL MANAGEMENT
(Common to ME, MCT, AME, MNE)

Time: 3 hours

Max. Marks: 75

Answer any five questions
All questions carry equal marks

- 1.a) What do you understand by "Social responsibility of management". Comment how it has been implemented by industrial houses in India.
b) Explain the Maslow's need hierarchy theory. [8+7]
2. Explain the features of line and staff organization. What are its advantages and disadvantages? [15]
- 3.a) Explain the characteristics of process layout and explain its advantages over product layout.
b) Explain various steps involved in construction of P charts. [8+7]
- 4.a) Explain the procedure involved in purchasing with an example
b) Explain about marketing strategies based on product life cycle. [8+7]
5. List various methods of merit rating. Explain any two in detail. [15]
6. From the activity details given below, determine the optimal project duration by taking indirect cost as Rs.70/day. [15]

Activity	Normal		Crash	
	Time	Cost	Time	Cost
1-2	8	100	6	200
1-3	4	150	2	350
2-4	2	50	1	90
2-5	10	100	5	400
3-4	5	100	1	200
4-5	3	80	1	100

- 7.a) Explain about steps involved in SWOT analysis with an example.
b) Explain about steps involved in strategy formulation and implementation. [7+8]
- 8.a) Explain about CMM levels in detail.
b) What is meant by benchmarking? State its advantages. [7+8]

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