

M.TECH DEGREE EXAMINATION
Model Question Paper
First Semester
Specialization: Industrial Engineering and Management
MMEIM 102 - BUSINESS PRACTICE AND INDUSTRIAL ECONOMICS
(Regular 2013 Admission)

Time: Three Hours

Maximum: 100 Marks

Answer all questions.
Each full question carries 25 marks.

1. (a) What are the qualities and traits of a successful manager?
(b) Explain the relevance of classical organization theory in today organization.
(c) Given the emerging horizontal organizational structure, what are the authority and responsibility of the top person in a company?
(7+ 8 + 10 = 25 marks)

Or

2. (a) Explain the various functions of management.
(b) What are the tactical decisions that are taken by a plant manager?
(c) Explain the extent of span of control and delegation of power vis-a-vis the telecom bandwidth allotment process.
(8+ 7 + 10 = 25 marks)

3. (a) What is the role of industrial politics? Explain with examples.
(b) Explain the extent of shared responsibility of today's industrial workers.
(c) What are the changes in management of a 21st century enterprise with regard to technology development, global markets and environmental regulations?
(7 + 8 + 10 = 25 marks)

Or

4. (a) If a company wants to implement a new quality enhancing tool like 'Six Sigma', then what change management does it have to go through?
(b) What are the steps to be taken in a strategic implementation?
(c) Explain the following organizational structures with examples:
(i) Matrix organization.
(ii) Strategic business units.
(iii) Customer departmentation.
(8 + 7 + 10 = 25 marks)

5. (a) Explain the scope of managerial economics.
- (b) What is the purpose of demand forecasting? Discuss demand forecasting methods for consumption goods and capital goods.
- (c) What are the methods of capital budgeting? Explain one of them with an example
(5 + 10 + 10 = 25 marks)

Or

6. (a) What are the determinants of demand?
- (b) What is income elasticity of demand? Discuss the uses of price elasticity of Demand?
- (b) What is price elasticity of demand? Discuss the types of price elasticity of Demand?
(5 + 10 + 10 = 25 marks)

7. (a) Discuss about the pricing policies and practices.
- (b) What do you mean by Break-even analysis? How it is useful for various managerial decisions?
- (b) Evaluate the nature of capital budgeting issue. What are the basic methods of ranking alternative investment proposals?
(5 + 10 + 10 = 25 marks)

Or

8. (a) Explain the concept of short run and long run cost.
- (b) Explain the concept of capital budgeting and state difference between risk and uncertainty.
- (c) Evaluate the managerial uses of break-even analysis. Explain with an example.
(7 + 8 + 10 = 25 marks)