

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

B.E/B.TECH DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

Seventh Semester

Chemical Engineering

OIM351 – Industrial Management

(Common to Civil Engineering)

Regulations - 2021

Duration : 3 Hrs

Maximum : 100 Marks

PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	What are the advantages of public sector organizations over private sector organization?	UN	1	2
2.	Define the term cooperative enterprises.	RE	1	2
3.	Outline the procedural steps involved in staff selection process.	UN	2	2
4.	Write the difference between internal and external audits.	RE	2	2
5.	List the social responsibility of a managerial role in an organization.	UN	3	2
6.	What is meant job design?	RE	3	2
7.	Identify the significance of (5,5) in a 2D managerial grid.	AP	4	2
8.	Classify the stages involved in communication process.	UN	4	2
9.	Define the term management by exception.	RE	5	2
10.	Relate the advantages of management games.	UN	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a Construct the 14 principles of Henry Fayol.	UN	1	13
	Or			
	b Explain the following approaches to management: i. Managerial roles approach ii. McKinsey's 7-S framework iii. Reengineering approach	UN	1	13
12.	a i Summarize with a neat block diagram about line & staff type organization.	UN	2	8
	ii What are the merits and demerits of line & staff?	RE	2	5
	Or			
	b Illustrate the principles of organization with suitable examples.	UN	2	13
13.	a i Explain in detail about the Maslow's Hierarchy of Need's theory.	UN	3	7
	ii Explain the theory behind "learning curve" in organization.	UN	3	6
	Or			
	b What are the psychological factors affecting the behavior of the employees of a modern organization with suitable examples?	UN	3	13

14.	a	Explain in detail about organizational culture and its values.	UN	4	13	
		Or				
	b	List the procedure for communication and explain the different barriers to effective communication.	UN	4	13	
15.	a	i	Explain the concept, advantage and disadvantage of “Management by Objective”.	UN	5	8
		ii	What are the advantages of implementing “ERP” in modern organizations?	RE	5	5
		Or				
	b	i	Discuss the role of IT in the various functions of management.	UN	5	5
		ii	Do “SWOT” analysis for an automobile company that produces E-Vehicle.	AN	5	8

*PART - C (Marks 1*15 = 15)*

<i>Q.No</i>		<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	Identify the conflict at various levels in an organization and how it can be managed.	AP	4	15
		Or			
	b	Discover the action plan for a steel industrious SWOT analysis. List the advantages and disadvantages of SWOT.	AN	5	15