

Total No. of Questions : 10]

SEAT No. :

P3378

[Total No. of Pages : 2

[5253]-549

T.E. (Chemical) (Semester - I)

INDUSTRIAL ORGANISATION AND MANAGEMENT

(2015 Pattern)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8, Q9 or Q10.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right indicate full marks.
- 4) Assume suitable data if necessary.

Q1) a) Explain single ownership with advantages and disadvantages. [6]

b) Write a note on Personnel Management. [4]

OR

Q2) Explain with a neat sketch Line and Staff Organization along with Advantages. [10]

Q3) a) Write a note on Industrial disputes. [6]

b) Explain in detail Recruitment. [4]

OR

Q4) Explain various functions of Storekeeper. [10]

Q5) a) What is sales promotion? Explain sales promotion technique. [8]

b) What do you mean by pricing? Explain any two in detail. [8]

OR

Q6) a) Explain in detail Marketing Mix. [8]

b) What is Advertising? Explain its importance in product selling. [8]

P.T.O.

- Q7) a) Write Notes on :** [8]
- i) ISO
  - ii) Antidumping duty
- b) Explain in detail the procedure to import equipment from foreign source. [8]

OR

- Q8) a) Explain the Total Quality Management (TQM) of a process industry.** [8]
- b) Explain in detail various factors affecting international trade. [8]

- Q9) Write short notes on :** [18]

- a) FERA and FEMA
- b) Monopolies Restrictive Trade Practices (MRTP)
- c) Flow Chart and Flow Diagram

OR

- Q10) a) Explain the term Agreement in Contract Act. Explain the various types of Contract according to enforceability, formation and performance.** [12]
- b) Write note on MRTP. [6]

