

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BE/BARCH
BRANCH: ALL/ARCH**

**SEMESTER : V
SESSION : MO/19**

SUBJECT: PE5009 INDUSTRIAL ORGANIZATION AND MANAGEMENT

TIME: 3 HOURS

FULL MARKS: 60

INSTRUCTIONS:

1. The question paper contains 7 questions each of 12 marks and total 84 marks.
 2. Candidates may attempt any 5 questions maximum of 60 marks.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) What are different forms of business organizations? [2]
Q.1(b) A person has 1000 shares of par value Rs. 10/- each of a company and 200 debentures of par value Rs. 100/- each. The company pays an annual dividend of 10% and interest of 15% on debentures. Find the total income and rate of return on investment. [4]
Q.1(c) What are different types of cooperative society? State its features. [6]
- Q.2(a) Define: Fayol's Bridge. [2]
Q.2(b) What are different management styles? [4]
Q.2(c) State 14 principles of management by H. Fayol. [6]
- Q.3(a) What are the different types of organization structure? [2]
Q.3(b) Discuss matrix organization structure. [4]
Q.3(c) Focus on various types of organizational manual and their utilities. [6]
- Q.4(a) What is 'zero budget' concept? [2]
Q.4(b) How budgetary control system works? [4]
Q.4(c) Explain operational budget in the context of a product-based organization. [6]
- Q.5(a) What is value/price ratio in marketing? [2]
Q.5(b) How to choose various distribution channels? [4]
Q.5(c) Discuss about sales promotion strategies. [6]
- Q.6(a) What are the functions of human resource (HR) manager in an organization? [2]
Q.6(b) Explain the levels of workers' participation in management (WPM)? [4]
Q.6(c) Discuss about collective bargaining process. [6]
- Q.7(a) Why trade unions are formed? [2]
Q.7(b) What are the objectives of industrial legislations? [4]
Q.7(c) State the provisions described in 'Industrial Dispute Act (1947)'. [6]

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