

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- SEMESTER-V (NEW) EXAMINATION – WINTER 2020****Subject Code:3152210****Date:22/01/2021****Subject Name:Industrial Management****Time:10:30 AM TO 12:30 PM****Total Marks: 56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

| | MARKS |
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| Q.1 (a) Explain the industrial management and its need. | 03 |
| (b) Define CPM and PERT. Differentiate between CPM and PERT. | 04 |
| (c) Explain Gantt chart in details. | 07 |
| Q.2 (a) Explain the market research and its classification. | 03 |
| (b) Explain the meaning and need of scheduling for productivity and utilization. | 04 |
| (c) Discuss the advantages and limitations of CPM. | 07 |
| Q.3 (a) Define PPC. List the functions of PPC. | 03 |
| (b) Explain AOA and AON systems of CPM. | 04 |
| (c) Explain the critical ratio scheduling method of PPC. | 07 |
| Q.4 (a) Discuss the objective and steps in production planning. | 03 |
| (b) Explain the time estimates for PERT. | 04 |
| (c) Explain the factors, types and methods of sales forecasting. | 07 |
| Q.5 (a) Describe the selection of site for plant location. | 03 |
| (b) Discuss the factors considered for plant layout. | 04 |
| (c) Explain the relationship between plant layout and material handling. | 07 |
| Q.6 (a) List different material handling devices. | 03 |
| (b) Discuss the various techniques used for location selection. | 04 |
| (c) Explain the duties of marketing manager. | 07 |
| Q.7 (a) Discuss the market research techniques. | 03 |
| (b) Explain the customer service, satisfaction and behavior. | 04 |
| (c) Discuss the advantages and disadvantages of quality control. | 07 |
| Q.8 (a) Describe the organization of inspection department. | 03 |
| (b) Explain the buyer behavior and marketing strategies. | 04 |
| (c) Discuss the quality planning and its management system. | 07 |
