

R09
Code: 9A03601

B.Tech III Year II Semester (R09) Supplementary Examinations December/January 2015/2016

INDUSTRIAL MANAGEMENT

(Common to ME and MCT)

Time: 3 hours

Max Marks: 70

Answer any FIVE questions
 All questions carry equal marks

- 1 What are the three dimensions of motivation? Explain each with examples. How human motivation does helps to improve Morale and Productivity in an industry?
- 2 What do you understand by 'Line and Staff organization'? With the help of a neat diagram explain the working of it.
- 3 What are the various factors that govern the design of a plant layout? Explain briefly.
- 4 (a) Explain the Two handed process chart with the help of an example.
 (b) Assume that the total observed time for an operation of assembling an electric switch is 1.00 min. If the rating is 120%, find the normal time and if an allowance of 10% is allowed for the operation, determine the standard time.
- 5 (a) What is materials management? What is its importance in an industrial undertaking?
 (b) Discuss the scope and objectives of materials management.

- 6 A project schedule has the following characteristics:

Activity	Time (weeks)	Activity	Time (weeks)
1 – 2	4	5 – 6	4
1 – 3	1	5 – 7	8
2 – 4	1	6 – 8	1
3 – 4	1	7 – 8	2
3 – 5	6	8 – 10	5
4 – 9	5	9 – 10	7

- (i) Construct the network.
- (ii) Compute E and L for each event.
- (iii) Find the critical path.
- 7 What is the organization of a TQM department? Explain the function of each section
- 8 Define "Marketing" and explain the basic objectives of marketing management.
