

Total No. of Questions : 8]

SEAT No. :

PC-1744

[Total No. of Pages : 2

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T.E. (Electrical Engineering)

INDUSTRIAL AND TECHNOLOGY MANAGEMENT

(2019 Pattern) (Semester - I) (303141)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Answer Q.1 or Q.2, Q.3 or Q.4, Q.5 or Q.6, Q.7 or Q.8.
- 2) Figures to the right indicate full marks.
- 3) Neat diagrams must be drawn wherever necessary.
- 4) Assume suitable additional data, if necessary.
- 5) Use of non-programmable calculator is allowed.

- Q1) a) Explain in detail Human Resource Management. [4]
- b) Write a short note on i) Copy rights and ii) Trademark [6]
- c) What is patent? How the Patent is secure? [8]

OR

- Q2) a) Explain Intellectual Property Rights (IPR) in details. [4]
- b) What are the different forms of IPR? Explain. [6]
- c) What are the importance and scope of Human Resource Management? [8]

- Q3) a) What is Kaizen? Explain in detail. [3]
- b) Write a short note on Poka Yoke(Mistake Proofing). [6]
- c) Explain The ISO 9001:2000 Quality Management System Standard in Detail. [8]

OR

P.T.O.

- Q4)** a) What are Environmental Management System Standard? [3]
b) Write a short note on continuous improvement related to Quality Management. [6]
c) Write a short note on ISO 9001:2016 [8]

- Q5)** a) What is financial management? Explain in brief. [4]
b) What do you understand Balance sheet and Depreciation Analysis related to Marketing Management? [6]
c) Explain Online Marketing (Digital Marketing) in detail. [8]

OR

- Q6)** a) What are different methods of calculation of depreciation? [4]
b) What are methods of selling and marketing planning. [6]
c) What are the methods of costing? Explain price, capital, debit, credit, profit and loss statement in detail. [8]

- Q7)** a) What are the qualities of good Leader? [3]
b) Explain Hierarchy of Needs, Herzberg's Two factor theory. [6]
c) Write Case study on Small scale industries in India. [8]

OR

- Q8)** a) Explain the Importance of Leadership in brief. [3]
b) Explain Taylor's Motivation Theory in detail. [6]
c) Explain Incentives for small business development. [8]

