

Total No. of Questions : 10]

SEAT No. :

P3647

[5560]-603

[Total No. of Pages : 2

T.E. (Chemical)

INDUSTRIAL ORGANISATION AND MANAGEMENT

(2015 Pattern) (Semester - I) (New) (End Sem.) (309343)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

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

- Q1) a) Explain in detail Manpower planning. [6]**
b) Write a note on Partnership. [4]

OR

- Q2) Explain in detail Joint Stock Company along with characteristics and advantages. [10]**

- Q3) a) Write an explanatory note on Industrial Fatigue. [6]**
b) Write a note on merit rating. [4]

OR

- Q4) Explain various functions of Purchase manager. [10]**

- Q5) a) What is sales promotion? Explain sales promotion technique. [8]**
b) What do you mean by sales forecasting? Explain in detail. [8]

OR

- Q6) a) With a neat sketch explain the term Marketing Mix used in industry. [8]**
b) What is Advertising? Explain its importance in product selling. [8]

- Q7) a) Write notes on : [8]**
i) VAT and ModVAT.
ii) Custom and Excise duty.
b) Elaborate the detail procedure for explain in detail the procedure to import equipment form foreign source. [8]

OR

P.T.O.

- Q8)** a) Explain the Quality Circle in chemical process industry. [8]
b) Explain in detail various factors affecting international trade. [8]

Q9) Write short notes on : [18]

- a) ISO.
b) Patent and patent rights.
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]
