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

CLASS: BE **SEMESTER : V**
BRANCH: ALL **SESSION : MO/17**

SUBJECT: PE5009 INDUSTRIAL ORGANIZATION & 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.

Q.1(a)	What is an NPO in context of legal firms?	[2]
Q.1(b)	Differentiate between a private and public limited company.	[4]
Q.1(c)	Discuss the main processes of management practice.	[6]
Q.2(a)	What is an AOA?	[2]
Q.2(b)	Differentiate between bonds and shares.	[4]
Q.2(c)	Classify various equity and preference shares and give brief detail about each.	[6]
Q.3(a)	What is the PDCA cycle used by managers?	[2]
Q.3(b)	Write about the SWOT analysis for managers.	[4]
Q.3(c)	Classify the organization structures and discuss any two in detail.	[6]
Q.4(a)	Explain the term ‘power of attorney’	[2]
Q.4(b)	What are the main roles for Board of Directors of a company?	[4]
Q.4(c)	Describe about some important rules and regulations presented in the Company Act, 2013.	[6]
Q.5(a)	What is a ‘master budget’?	[2]
Q.5(b)	Write the advantages of budgetary control on a firm.	[4]
Q.5(c)	Describe the objectives of human resource department in a firm.	[6]
Q.6(a)	Marketing is different from sale. Justify.	[2]
Q.6(b)	Differentiate between advertising and publicity. Cite some examples.	[4]
Q.6(c)	Discuss about any two from qualitative and quantitative market research techniques.	[6]
Q.7(a)	Cite two examples of industrial disputes from recent past.	[2]
Q.7(b)	What are the main functions of a typical trade union in a manufacturing sector?	[4]
Q.7(c)	What is industrial grievance? Discuss about various approaches to solve industrial disputes.	[6]

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