

GUJARAT TECHNOLOGICAL UNIVERSITY**BE – SEMESTER- V EXAMINATION-SUMMER 2023****Subject Code: 3152210****Date: 23/06/2023****Subject Name: Industrial Management****Time: 02:30 PM TO 05:00 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

	MARKS
Q.1 (a) Define Industrial Management	03
(b) What is the need of Industrial management?	04
(c) What are the objectives of PPC?	07
Q.2 (a) What are the functions of production planning?	03
(b) Difference between PERT and CPM.	04
(c) Discuss the factors affecting site selection for plant location.	07
OR	
(c) Explain the material handling system.	07
Q.3 (a) Explain the market research and its classification.	03
(b) List different material handling devices.	04
(c) Explain the factors, types and methods of sales forecasting.	07
OR	
Q.3 (a) Discuss the market research techniques.	03
(b) Explain the buyer behavior and marketing strategies.	04
(c) Explain the critical ratio scheduling method of PPC.	07
Q.4 (a) Explain the objectives of inspection.	03
(b) Write a note on calculation of average and expected time in PERT.	04
(c) Explain quality management system.	07
OR	
Q.4 (a) What are the factors that affect quality?	03
(b) Explain types of sales forecasting.	04
(c) Write a note on Customer feedback.	07
Q.5 (a) Write full form of PERT and CPM.	03
(b) Explain the advantages and disadvantages of quality control.	04
(c) Compare site selection process in urban and rural area.	07
OR	
Q.5 (a) Define market research.	03
(b) Explain the relationship between quality control and quality assurance.	04
(c) Explain the process of establishing standards.	07
