

B. Tech Degree VIII Semester Examination, May 2006

IT/CS/EC/EB 803 INDUSTRIAL ORGANISATION & MANAGEMENT (2002 Admissions)

Time : 3 Hours

Maximum Marks : 100

(All questions carries **EQUAL** marks)

- I. (a) Define Organizational Structure. Explain Line and Staff organization and list out its merits and demerits.
(b) Compare public sector and private sector organization.
- OR**
- II. (a) Why a scientific approach to management is necessary?
(b) Briefly explain :
(i) Span of control (ii) Delegation of Authority
- III. (a) Do you agree with workers' participation in management? Why?
(b) Write short note on the following.
(i) Labour Turnover (ii) Accident Proneness
(ii) Fatigue
- OR**
- IV. (a) What is meant by incentive? Explain any two types of incentive plans.
(b) Explain the role of trade union in an organization.
- V. (a) Distinguish between marketing and sales approach.
(b) Write a brief account of different sales promotion techniques.
- OR**
- VI. (a) With the help of a diagram, explain Break Even Analysis. What is its major drawback?
(b) Discuss various aspects of Advertising.
- VII. (a) Differentiate between long term financing and short term financing.
(b) Briefly explain
(i) Shares (ii) Dividend
(iii) Debentures
- OR**
- VIII. (a) What is working capital? Explain the factors influencing working capital.
(b) What are the objectives of budgeting?
- IX. (a) What do you understand by 'Double Entry Book-Keeping'?
Give the rules for debiting and crediting different classes of accounts.
(b) Journalise the following transactions:
(i) April 2 Ravi started Business by investing Rs.10,00,000/-
(ii) April 3 Purchased Furniture worth Rs.15,000/- from Rubwood Industries
(iii) April 5 Purchased office stationery for Rs.1000/-
(iv) April 6 Bought goods worth Rs.2,00,000/- from ABC Ltd. (on credit)
(v) April 8 Sold goods worth Rs.1,50,000/- to XYZ Ltd. (on credit)
(vi) April 10 Received cash from XYZ Ltd., Rs.75,000/-
(vii) April 11 Paid ABC Ltd., Rs.50,000/-
(viii) April 12 Paid wages Rs.750/-
- OR**
- X. (a) What is the purpose of preparing trial balance? Explain the errors not disclosed by trial balance.
(b) Explain Balance sheet.

