

Total No. of Questions : 8]

SEAT No. : [ ]

**PA-1456**

[Total No. of Pages : 2

[5926]-72

**T.E. (Electrical Engineering)**

**INDUSTRIAL AND TECHNOLOGY MANAGEMENT**

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

Time : 2½ Hours]

[Max. Marks : 70

*Instructions to the candidates:*

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

- Q1)** a) Explain patent format and structure in detail. [9]  
b) Write a short note on HR planning and Recruitment. [9]

OR

- Q2)** a) What is Intellectual Property Rights (IPR)? Explain all its types? [9]  
b) Explain types of training and development method. [9]

- Q3)** a) Explain in brief following: [8]  
i) Poka Yoke (Mistake proofing)  
ii) SIX SIGMA  
b) Explain Quality Management system standard ISO 14001 : 2004 [9]

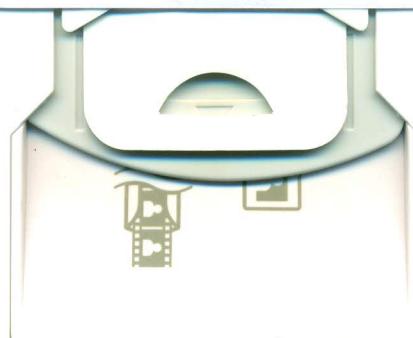
OR

- Q4)** a) Explain Environmental Management System Standard in details. [8]  
b) What is meaning of Kaizen. How 5S is used in implementation of Kaizen. [9]

- Q5)** a) Explain in detail: [9]  
i) Concept of Monopolistic competition  
ii) Online Marketing  
b) What is cost? Explain any four method of costing in detail. [9]

OR

P.T.O.



**Q6) a) Explain in detail :** [9]

- i) Oligopoly
- ii) Marketing Research

b) Describe the different types of taxes in detail. [9]

**Q7) a) Enlist the theories of work motivation. Explain Herzberg's Two factor theory in detail.** [9]

b) What are the good qualities of good leadership? Explain in details. [8]

OR

**Q8) a) What is group dynamics? Explain the stages of group dynamics in detail.** [8]

b) Explain decision making under certainty, uncertainty & risk. [9]