

**International Islamic University Chittagong**  
**Department of Electronic and Telecommunication Engineering**

Final Examination Autumn 2018  
Course Code: MGT-3601  
Time: 2 hours 30 minutes

Program: B.Sc. Engg. (ETE)  
Course Title: Industrial Management  
Full Marks: 50

Figures in the right margin indicate full marks.

**Part A**

[Answer any two questions from the followings]

- 1(a). Identify characteristics of effective control. 5  
1(b). Why do people resist control and how managers can overcome this resistance? 5
- 2(a). Marketing people market 10 types of entities. What are those 10 entities? Briefly discuss. 5  
2(b). Describe the differences between 'marketing concepts' and 'holistic marketing concepts'. 3  
2(c). What do you mean by segmenting, targeting and positioning? 2
- 3(a). To reach a target market, the marketer uses three kinds of marketing channels. What are those channels? Discuss their functions. 5  
3(b). What are the factors that affect advertising budget decision? 5

**Part B**

[Answer any three questions from the followings.]

- 4(a). Discuss the key differences between services and products. 5  
4(b). Describe the different types of transformation processes. 5
- 5(a). Discuss the operation managers' responsibilities and duties? 5  
5(b). What do you mean by Layout of Plant? What are advantages and disadvantages of product layout. 5
- 6(a). Describe the essential elements of a contract. 5  
6(b). Describe the rules regarding acceptance according to the contract act of 1872. 5
7. Describe the provisions of health and hygiene that should be provided in an organizational establishment according to Bangladesh Labor Act 2006. 10