

International Islamic University Chittagong
Department of Electronic and Telecommunication Engineering

Final Examination Spring 2019
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). Describe the purposes of control in an organization. 5
- 1(b). Discuss the relationship between strategy and control. 5
- 2(a). Explain Four P components of the marketing mix . 5
- 2(b). Define Product Life Cycle? Discuss different stages of Product Life Cycle. 5
- 3(a). What should be considering factors in choosing advertising media types? 6
- 3(b). How do a marketer evaluate advertising effectiveness? 4

Part B

[Answer any three questions from the followings.]

- 4(a). What should be the considering factors in selecting an appropriate plant layout? 5
- 4(b). Describe the different types plant layout. 5
- 5(a). Define Contract. What are the essentials elements of a contract? 5
- 5(b). Define Partnership. What are the rights of partner? 5
6. Describe the provisions of Safety that should be maintained in a factory place according to Bangladesh Labor Act 2006. 10
7. Write short notes on: Copyright, TQM, Sales promotion, Non-profit organization, Share market. 10