

International Islamic University Chittagong
Department of Computer and Communication Engineering

Final Exam, Autumn 2021

Course Code: **MGT-3601**

Course Title: **Industrial Management**

Time: 2 hours 30 minutes

Full Marks: 50

(i) The figures in the right-hand margin indicate full marks

(ii) Course Outcomes and Bloom's Levels are mentioned in additional Columns

Course Outcomes (COs) of the Questions	
CO1	Explain the theories and principles of management.
CO2	Understand how managers can effectively plan in today's dynamic environment.
CO3	Identify the strategies organizations might use to deal with its environment.

Bloom's Levels of the Questions						
Letter Symbols	R	U	App	An	E	C
Meaning	Remember	Understand	Apply	Analyze	Evaluate	Create

Part A

[Answer the **two** questions from the followings]

- | | | | | | |
|----|----|---|-----|---|---|
| 1. | a) | What do you mean by the controlling of an organization? Describe different purposes of control. | CO1 | R | 5 |
| 1. | b) | Describe the strengths and weaknesses of budgeting. | CO1 | R | 5 |
| 2. | a) | What are the different things/entities that can be marketed? Briefly discuss. | CO2 | E | 5 |
| 2. | b) | Describe the difference between 'marketing concepts' and 'holistic marketing concept'. | CO2 | E | 5 |
| 3. | a) | What do you mean by segmenting, targeting and positioning? | CO2 | E | 5 |
| 3. | b) | What do you mean by Budgetary Control? Describe the different types of budget. | CO1 | R | 5 |

Part B

[Answer the **three** questions from the followings]

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|----|----|---|-----|----|----|
| 4. | a) | Describe the importance of Production Management for a manufacturing industry. | CO3 | An | 4 |
| 4. | b) | Describe the different types of transformation process. | CO2 | U | 6 |
| 5. | a) | Discuss the operation managers' responsibilities and duties? | CO3 | An | 4 |
| 5. | b) | Describe the 4 types of plant layout with example. | CO3 | E | 6 |
| 6. | a) | Describe the essential elements of a contract. | CO2 | An | 4 |
| 6. | b) | Describe the different types of workers in an industry. | CO2 | An | 6 |
| 7. | a) | Describe the provisions of welfare that should be provided in an organizational establishment according to Bangladesh Labor Act 2006. | CO2 | An | 10 |