

International Islamic University Chittagong (IIUC)
Department of Electronic and Telecommunication Engineering
Semester End Examination

Program: B.Sc.Engineering

CourseCode:MGT-3601

TotalMarks: 50

Semester: Spring-2025

CourseTitle:Industrial Management

Time: 2 Hour 30 Minutes

- (i) Answer all the questions. The figures in the right-hand margin indicate full marks.
(ii) Course Learning Outcomes (CLOs) and Bloom's Levels are mentioned in additional Columns.

Course Learning Outcomes (CLOs) of the Questions

CLO1	Learners will be able to demonstrate the ability to develop strategic and operational plans, as well as prepare and manage departmental budgets for various organizational functions such as marketing, production, finance, human resources, and supply chain. This includes analyzing resource requirements, aligning departmental goals with overall organizational objectives, and ensuring cost-effectiveness in resource allocation.
CLO2	Learners will be able to understand, interpret, and explain the legal rights, responsibilities, and duties of workers as defined by national labor laws, international labor standards, and internal organizational policies. This includes aspects such as employment contracts, workplace safety, working hours, wages, dispute resolution mechanisms, and employee grievance handling.
CLO3	Learners will be able to apply knowledge of tendering processes, copyright law, patent rights (including their scope, duration, and enforceability), and quality assurance systems in organizational practices. This includes understanding the procedures for government and private sector tenders, ensuring legal compliance in intellectual property, and implementing quality standards such as ISO for continuous improvement in products and services.

Bloom's Levels of the Questions

Letter Symbols	R	U	Ap	An	E	C
Meaning	Remember	Understand	Apply	Analyse	Evaluate	Create

Part A

Q1	a)	What is meant by Benefit-Cost Analysis (BCA)?	CLO1	R	2
	b)	Why are Budgeting and Budgetary Control essential for organizational management?	CLO1	Ap	3
	c)	What are the key steps in Cost Planning? Describe each step in detail.	CLO1	E	5
Q2	a)	Define Marketing Strategy. Why is it important for business success?	CLO1	R	2
	b)	Discuss the major strategic tools used in marketing with examples.	CLO1	Ap	3
	c)	Explain the Phases of the Technology Lifecycle and their significance for product and innovation planning.	CLO1	An	5

OR

Q2	a)	What is meant by Facility Layout? Explain its significance in operations management.	CLO1	R	2
	b)	What is Benchmarking? Discuss its purpose and the key benefits it offers to organizations.	CLO1	Ap	3
	c)	What are the key tools and techniques used in Statistical Quality Control (SQC)? Describe the benefits of implementing SQC in quality management.	CLO1	An	5

Part B					
Q3	a)	What is Total Quality Management (TQM)? Write its objectives and scope.	CLO1	R	2
	b)	Describe the key principles and tools used in TQM.	CLO1	Ap	3
	c)	"ISO 9000 refers to a family of international standards." — Explain this statement with reference to quality management systems.	CLO1	An	5
Q4	a)	What do you understand by Patent Rights and Validity?	CLO2	R	2
	b)	What are the essentials of a valid contract? Explain with examples.	CLO2	U	3
	c)	Describe the purpose and key elements of the Industrial Relations Ordinance, 1969 as applicable in Bangladesh.	CLO2	Ap	5
Q5	a)	What are the typical clauses included in the General Conditions of Tender (GCT)?	CLO3	R	2
	b)	Discuss the key features of the Public Procurement Rules (PPR) 2004 in the context of Bangladesh.	CLO3	An	3
	c)	Explain the term Tender Documentation and discuss its key components.	CLO3	E	5
OR					
Q5	a)	What is Return on Investment (ROI)? Why is it important for performance measurement?	CLO1	R	2
	b)	Describe the different types of organizational change with examples.	CLO2	Ap	3
	c)	Explain the design of the operations system in both production-oriented and service-oriented industries.	CLO1	E	5