

# International Islamic University Chittagong

Department of Computer Science & Engineering

B. Sc. Engineering in CSE

**Midterm Examination, Autumn 2023**

Course Code: **MGT-3601**

Course Title: **Industrial Management**

Time: 1 hour 30 minutes

Full Marks: 30

(i) Answer all the questions. The figures in the right-hand margin indicate full marks.

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

Course Learning Outcomes (CLOs) of the Questions	
<b>CLO1</b>	Explain the theories and principles of modern management and apply the concepts to the management of organizations in private and public sector
<b>CLO2</b>	Understand how managers can effectively plan in today's dynamic environment,
<b>CLO3</b>	Identify what strategies organizations might use to become more innovative and explain how the industrial company markets and price it's products and also how the company deal with it's environment.

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

1)	a)	All organizations use basic four kinds of resources from it's environment. What are those four resources? Identify these four kinds of resources in the context of IIUC.	CLO1	U	5
1)	b)	Regardless of level, managers are also usually associated with a specific area within the organization. Identify at least 5 such areas and discuss the activities relating to these areas.	CLO1	An	5
2)	a)	How technological dimension and legal environment affect different organizations in a country. Can any organization skip these influence? Why?	CLO2	R	5
2)	b)	Is the internal culture of an organization changeable? If a manager wants to change the internal culture, how should he proceed to do so? Discuss.	CLO2	Ap	5
3)	a)	What do mean by 'Job Specialization'? What are its advantages and limitations?	CLO3	U	5
3)	b)	Explain the Product & Customer Departmentalization with appropriate examples.	CLO3	E	5
<b>Or,</b>					
3)	a)	Describe how authority is delegated from higher to lower level of management.	CLO3	U	5
3)	b)	Explain the three kinds of interdependence that necessitate coordination.	CLO3	E	5