

International Islamic University Chittagong

Department of Electrical and Electronic Engineering

B. Sc. Engineering in EEE

Final Exam, Spring 2022

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 questions from the followings]

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|----|----|---|-----|----|---|
| 1. | a) | Describe the strength and weakness of budgetary control. | CO3 | E | 5 |
| 1. | b) | What should be the characteristics of an ideal control system for an organization? | CO2 | An | 5 |
| 2. | a) | A marketer can sell 10 types of things or entities. What are those things? Elaborate. | CO1 | U | 5 |
| 2. | b) | There are 5 competing concepts under which organizations can choose to conduct their business- the production concept, the product concept, the selling concept, the marketing concept and the holistic marketing concept. Attempt to explain all these 5 concepts. | CO2 | An | 5 |

Or,

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|----|----|---|-----|----|---|
| 2. | a) | What are the different levels of control? What are the relationships between the different levels? Explain. | CO1 | U | 5 |
| | b) | Why marketers sponsor different events? Elaborate your viewpoint. | CO2 | An | 5 |

Part B

[Answer the questions from the followings]

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|----|----|--|-----|----|----|
| 3. | a) | Discuss the term <i>Operation Management</i> ? Explain five P's of operation management. | CO2 | An | 5 |
| 3. | b) | Distinguish between product and service. | CO2 | C | 5 |
| 4. | a) | Define Contract. Discuss the essential elements of a contract. | CO2 | An | 5 |
| 4. | b) | Explain when an agreement becomes a legal contract.
Write a short note on i). Express, implied and quasi contract.
ii). Valid, void and voidable contract. | CO2 | E | 5 |
| 5. | | Write short notes on: Oil crisis due to Ukraine War, Importance of Padma Bridge, Chattogram Trade Fair and Kornofuli Tunnel. | CO3 | E | 10 |

Or,

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|----|--|---|-----|---|----|
| 5. | | Write short notes on: Bench Marking, ISO, Social Media Advertising and Management by Shura. | CO3 | E | 10 |
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