

International Islamic University Chittagong
Department of Computer and Communication Engineering
B. Sc. Engineering in CCE
Midterm Examination, Spring 2022

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 (COs) and Bloom's Levels are mentioned in additional Columns.

Course Outcomes (COs) of the Questions	
CO1	Explain the theories and principles of modern management and apply the concepts to the management of organizations in private and public sector
CO2	Understand how managers can effectively plan in today's dynamic environment,
CO3	Identify what strategies organizations might use to become more innovative and explain how the industrial company markets and price its products and also how the company deal with its environment.

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

- | | | | | |
|-------|--|----|-----|---|
| 1) a) | Describe the kinds of managers by area of management in an organization. | R | CO1 | 5 |
| 1) b) | Describe the role of education and experience to become a skilled manager. | An | CO2 | 5 |
| 2) a) | What should be the elements to build an education friendly internal culture in IIUC? Justify your viewpoints. | Ap | CO3 | 5 |
| 2) b) | How the elements of task environment effect the organizations. Briefly analyze. | E | CO2 | 5 |
| 3) a) | What do you understand by 'job specialization'? Is it essential in an educational industry? Justify. | U | CO1 | 5 |
| 3) b) | Consider the following job. In your opinion, what should be the appropriate span of management? Describe the factors you considered in reaching your conclusion.
An owner-manager of an wooden furniture factory & showroom deals with customers directs several experienced mechanics, and also trains and oversees the work of some unskilled laborers. | An | CO3 | 5 |

OR

- | | | | | |
|-------|--|----|-----|---|
| 3) a) | Describe the common bases of departmentalization. | U | CO1 | 5 |
| 3) b) | What are the advantages and disadvantages of high versus low administrative intensity? | An | CO3 | 5 |