

International Islamic University Chittagong

Department of Electronic and Telecommunication Engineering

Final Examination

Program: BSc in ETE
Course Code: MGT-3601
Time: 2 hours 30 minutes

Semester: Autumn 2022
Course Title: Industrial Management
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						
CLO1	Explain the theories and principles of management.					
CLO2	Understand how managers can effectively plan in today's dynamic environment.					
CLO3	Identify the strategies organizations might use to 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

PART A						
Q1.	a)	What is the purpose of organizational control? Why is it important?	CLO1	U	5	
	b)	Describe how a budget is created in most organizations. How does a budget help a manager with financial control?	CLO2	An	5	
Q2.	a)	A CMO (Chief Marketing Officer) have to perform 5 key functions in an organization. What are those functions? Analyze.	CLO3	E	5	
	b)	Discuss about the three types of marketing channel.	CLO2	An	5	
OR						
Q2.	a)	Compare between social media advertising and television advertising.	CLO3	E	5	
	b)	What should be the considering factors in selecting media for advertising?	CLO2	An	5	
PART B						
Q3.	a)	Describe the importance of production management in an industry.	CLO2	U	5	
	b)	Discuss about the key differences between service and product.	CLO1	An	5	
Q4.		Describe the 4 P components of the marketing mix.	CLO3	R	10	
Q5.		Write short notes on: i). Oil crisis due to the Ukraine war ii). The Importance of the Padma Bridge, iii). The Chattogram Trade Fair and iv). The Kornofuli Tunnel.	CLO1	E	10	
OR						
Q5.		Write short notes on: Bench Marking, ISO, Social media Advertising and Management by Shura.	CLO1	E	10	