

International Islamic University Chittagong
Department of Computer Science and Engineering

Final Examination Autumn 2018

Course Code: MGT-3601

Time: 2 hours 30 minutes

Program: B.Sc. Engg. (CSE)

Course Title: Industrial Management

Full Marks: 50

Figures in the right margin indicate full marks.

Group A

[Answer any two questions from the followings]

- 1(a). What do you mean by Budgetary Control? Describe the different types of budget. 6
- 1(b). Describe the strengths and weaknesses of budgeting. 4
- 2(a). Marketing people market 10 types of entities. What are those 10 entities? Briefly discuss. 5
- 2(b). Describe the difference between 'marketing concepts' and 'holistic marketing concept'. 3
- 2(c). What do you mean by segmenting, targeting and positioning? 2
- 3(a). Discuss about the reach, frequency and impact of electronic media to advertise a product of your choice. 5
- 3(b). What are the factors that affect advertising budget decision? 5

Group B

[Answer any three questions from the followings.]

- 4(a). Describe the importance of Production Management for a manufacturing industry. 5
- 4(b). Describe the different types of transformation process. 5
- 5(a). Discuss the operation managers' responsibilities and duties? 4
- 5(b). Describe the 4 types of plant layout with example. 6
- 6(a). Describe the essential elements of a contract. 5
- 6(b). Describe the rules regarding acceptance according to the contract act 1872. 5
7. Describe the provisions of welfare that should be provided in an organizational establishment according to Bangladesh Labor Act 2006. 10