

**KHULNA UNIVERSITY OF ENGINEERING & TECHNOLOGY**

***Department of Mechanical Engineering***

B. Sc. Engineering 4th Year 2nd Term Examination, 2021

**ME 4229**

(Industrial Management and Professional Ethics)

Time: 3 Hours

Total Marks: 210

- N.B.:** i) Answer any THREE questions from each section in separate scripts.  
ii) Figures in the right margin indicate full marks.  
iii) Assume reasonable data if any missing.

**SECTION-A**

- 1(a) Define management. Write down the principles of scientific management theory proposed by Taylor. 10
- 1(b) Briefly describe the 14 point principle of Henry Fayol's theory of management. 15
- 1(c) Suggest the suitable structure for an organization like BD Foods, which has a few number of products with a little variety. Explain your suggested organizational structure and support your decision by comparing with other structures. 10
- 2(a) "Incorrect manpower planning is wasteful and expensive." Justify this statement and briefly explain the steps of manpower planning. 11
- 2(b) Describe the internal and external sources of recruitment. 14
- 2(c) Explain the basic methods of development of an employee after recruitment. 10
- 3(a) Define morale and motivation. How do the morale and motivation work together? 08
- 3(b) "Absence of some factors will increase dissatisfaction, but their presence cannot increase motivation." Justify this statement by explaining the theory of motivation. 10
- 3(c) Briefly explain the style of leading where the ear of the leader must ring with the voices of the people. 10
- 3(d) Status quo of a society can be changed by the thought of a leader. Explain. 07
- 4(a) Define job evaluation. Explain the point method of job evaluation. 10
- 4(b) Compare the Halsey plan with the Rowan plan of individual incentive. 10
- 4(c) Write short note on fringe benefits. 07
- 4(d) "Job enlargement is the horizontal expansion and job enrichment is the vertical expansion of job." Justify with examples. 08

**SECTION-B**

- 5(a) Define 'Budget' and Budgetary Control'. How do budget and budgetary control help government and business plan? Explain. 13
- 5(b) What is the significance of zero-based budgeting? Explain fixed and flexible budget. 12
- 5(c) Write down the essential conditions for applying budgetary control. 10
- 6(a) Define marketing and its functions. Briefly explain the concepts of marketing. 10
- 6(b) Name and list different methods of purchasing followed by industrial firms. Describe the procedures of purchasing a machine tool from a foreign supplier. 13
- 6(c) Explain the product life cycle of a newly launched product with appropriate plots. Also mention the sales promotion techniques for the same product. 12

- 7(a) Define ethics. Why ethics is important in engineering profession? 10
- 7(b) Distinguish between personal and professional ethics. 08
- 7(c) Explain the following terms: 12  
(i) Normative ethics, (ii) Metaethics and (iii) Applied ethics.
- 7(d) Write short note on “Environmental ethics”. 05
- 8(a) Briefly explain and compare ethics with morality and law. 10
- 8(b) Write short notes on 15  
(i) Channels of distribution and (ii) Sales promotion techniques.
- 8(c) Explain the importance of research and development (R & D) department for a business organization. 10