

INTRODUCTION TO MANAGEMENT & INDUSTRIAL SOCIOLOGY (HU-3401)

Full Marks: 70

Time : 3 hours

35 marks for 1st half
35 marks for 2nd half

Use separate answer scripts for each half.

1st Half : Introduction to Management

Answer Q.No. 1 and any TWO from the rest in 1st half

1. Describe any two of the following primary corporate strategies – Growth, Stability, Defensive and Combination. [15]
2. What is Human Resource Management? Briefly state the activities performed by HRM in the areas of Personnel, Welfare and Industrial Relations. [10]
3. What is Value Chain Analysis? [10]
4. Describe Services and the Services Marketing Mix. [10]
5. Short notes (any two) : [5 + 5 = 10]
 - a) Tangible and Intangible Resources of a Company.
 - b) The Process of Communication.
 - c) Interactive Services marketing Strategy.

Second Half: Industrial Sociology

Answer question 1 and any two from the rest.

1. The Case: When you miss the favourite dishes for once at home you may feel deprived. When you are determined to get the latest electronic *gizmos* and not, you may feel furious. When you do not feel at the centre of all attention, the sensation is unsettling. Are you from the Indian subcontinent? Then ponder over these statistics:

The Indian subcontinent has nearly half the world's hungry people. Africa and the rest of Asia together have approximately 40%, and the remaining hungry people are found in Latin America and other parts of the world.

Half of all children under five years of age in South Asia and one third of those in sub-Saharan Africa are malnourished.

Nearly one in four people, 1.3 billion - a majority of humanity - live on less than \$1 per day, while the world's 358 billionaires have assets exceeding the combined annual incomes of countries with 45 percent of the world's people.

The infant mortality rate is closely linked to inadequate nutrition among pregnant women.

Throughout the 1990's more than 100 million children had died from illness and starvation. Those 100 million deaths could be prevented for the price of ten Stealth bombers, or what the world spends on its military in two days!

The Context: As you are reading this case and getting sensitized about the world you live in 200 more human beings have died of starvation. Over 4 million will die this year. However, the necessity of the hour is not to feel pity or to express sorrow, but think about comprehensive measures to diminish inequality among people.

And You: Illustrate how you would conceive to resolve this world of disorder.

[15]

2. Describe the contribution of Human Relations approach in studies of industry. What are the limitations of the approach?

[7+3]

3. Is it important to study de-industrialization (e.g. closure of factories) in a country like India? Delineate in this context the scope of Industrial sociology for practicing engineers.

[4+6]

4. Briefly examine the study of Washington Post with Joshua Bell playing incognito.

[10]

5. Give the meaning of the term "sweatshop". Have you ever seen any sweatshop operating in your vicinity? What cue would you like to take from the life of Iqbal Masih?

[2+3+5]

6. In an industrial system "workers must be taught not to run their heads against economic realities, however unpalatable."- Do you agree? Give your argument in the context of Machine breakers of the 19th century England.

[10]