

Bengal Engineering & Science University, Shibpur, Howrah
B.E. 4th Semester (CST, ETC, EE & IT) Examination, 2013
**INTRODUCTION TO MANAGEMENT & INDUSTRIAL
SOCIOLOGY (HU-3401)**

Full Marks: (35 + 35) = 70

Time : 3 hours

Use separate answer script for each half.

1st HALF : Introduction to Management

Answer Q. No. 1 and any TWO from the rest.

1. Explain the various types of growth strategies. [15]
2. Explain Services Marketing Mix with the help of examples. [10]
3. What role does Materials Management play in improving the performance of an organization? [10]
4. Define Human Resource Management and elaborate the scope of HRM related to Personnel, Welfare and Industrial Relations aspects. [10]

Second Half: Industrial Sociology

Answer question number 5 and **any two** from the rest

1. There is a bigger narrative behind the tale of cucumber seller in Chennai. Elucidate it. [10]
2. Which kind of needs dominate the contemporary industrial society's aspiration? Draw a reference from Maslow's hierarchy of need to illustrate your answer. [3+7]
3. Portray the case of starving tea-plantation workers in Jalpaiguri district of West Bengal. Can you suggest a remedy for the situation? [4+6]
4. What is bureaucracy? Write a brief note on the pattern of rationality shown by a bureaucratic system. [2+8]
5. **Case Study:**

One Concept: The idea that beauty is a sign of truth in science is intriguing and attractive. It recalls the ancient doctrine of the unity of the virtues, and it seems to promise scientists a route to identifying progress that does not depend on empirical tests. The most plausible model of scientists' aesthetic preferences suggests that there is a link of a particular sort between beauty and truth, and that scientists can use this link to pursue truths, but that the resulting practice is essentially based on empirical data.

Another Reality: Industry today, even if sustainable, smacks of competition, technological volatility, marketable innovation, and knowledge as commodity. It reflects almost everything, other than a sense of poignant beauty. A sense of splendor that motivates people to work hard for the benefit of this lonely blue planet is still missing there. The prime objective of global industries till to date has never been a commitment that would go a long way to create a habitat without the sacrilege of hunger, poverty and inequality. And there they confront the demand of a matured civilization. Human society cannot move further depending on the predatory need of profit by a handful. *Homo faber* do not need it any more. Not just for its sake. But to turn every bit of life and non-living surrounding into a composite completeness, where creative impulse may blossom to the fullest amidst technological finesse.

The Effort: Let us try together to make a beautiful tomorrow for science, technology, industry and the human society.

And You: Give your projection on future industry.