

F 6811

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Reg. No.....

Name.....

B.TECH. DEGREE EXAMINATION, NOVEMBER 2017

Seventh Semester

Branch : Mechanical Engineering/Automobile Engineering
ME 010 705/AU 010 705—INDUSTRIAL ENGINEERING (ME/AU)

(New Scheme—2010 Admission onwards)

[Regular/Supplementary]

Time : Three Hours

Maximum : 100 Marks

Part A

Answer all questions.

Each question carries 3 marks.

1. Define productivity index.
2. What are the various types of layouts used in a plant ?
3. What is dead time and stock holding in inventory control ?
4. What are the different Job evaluation methods ?
5. What is QFD bench marking ?

(5 × 3 = 15 marks)

Part B

Answer all questions.

Each question carries 5 marks.

6. What is the systematic procedure for product innovation ?
7. Write a short note on JIT.
8. What are the functions of material management ?
9. What are the various aspects of Man-Machine system ?
10. What are the different objectives of inspection and quality control ?

(5 × 5 = 25 marks)

Turn over

Part C

*Answer all questions.
Each full question carries 12 marks.*

11. What are the techniques for productivity improvement ? Explain with an example.

Or

12. (a) What are the various types of values and explain each in detail ?

(b) What are the applications and benefits of value engineering ?

(6 + 6 = 12 marks)

13. What is Group technology ? What is the need of GT in facility planning ?

Or

14. What are the various types of material handling equipments ? How the equipments are selected ?

15. Derive EOQ model with different rates of demand in different production cycles.

Or

16. What are the objectives and functions of industrial purchasing department ?

17. (a) What is THERBLIGS ; List out some symbols used ?

(b) What is SIMO CHART ?

(6 + 6 = 12 marks)

Or

18. Explain various merit rating systems in detail.

19. What is a control chart ? Discuss about various control charts used in quality control departments.

Or

20. (a) What is meant by acceptance sampling ?

(b) Discuss the documentation process in ISO 9000 : 2000 system.

(6 + 6 = 12 marks)

[5 × 12 = 60 marks]

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Reg. No.....

Name.....

B.TECH. DEGREE EXAMINATION, NOVEMBER 2017

Seventh Semester

Branch : Mechanical Engineering

ME 010 706 L04—SALES AND MARKETING MANAGEMENT (Elective II) [ME]

(New Scheme—2010 Admission onwards)

[Regular/Supplementary]

Time : Three Hours

Maximum : 100 Marks

Part A

Answer all questions.

Each question carries 3 marks

1. What do you mean by market segmentation ?
2. Write notes on Market Research.
3. Narrate the market channels of an organisation.
4. Define "Marketing Mix".
5. What is Business strategic planning ?

(5 × 3 = 15 marks)

Part B

Answer all questions.

Each question carries 5 marks.

6. What is product value ? Describe the major factors affecting consumer buying behaviour.
7. Describe the marketing environment of an organisation.
8. What is SWOT Analysis ?
9. Briefly discuss the evolution of sales management.
10. Give the importance of training of sales personnel.

(5 × 5 = 25 marks)

Turn over

Part C

*Answer all questions.
Each full question carries 12 marks*

11. What is marketing ? Discuss the techniques of sales promotion.

Or

12. What do you mean by traditional marketing ? Explain its merits over online marketing.

13. Discuss the marketing strategies in the different stages of product life cycle.

Or

14. Explain the scope and need for marketing decision support system.

15. Who is a consumer ? Discuss the major factor influencing consumer buying behaviour.

Or

16. Explain the theories of selling. Discuss the problems of personnel selling situation in an organisation.

17. Discuss the various techniques of sales promotion.

Or

18. Explain the features of relationship management.

19. Describe the stages of product life cycle.

Or

20. Define sales management. Discuss the objectives of sales management.

(5 × 12 = 60 marks)