

## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017

Program: B. Tech ASE, ASE + AVE  
Subject (Course): Industrial Management  
Course Code: IMGT301  
No. of page/s: 02

Semester – VII  
Max. Marks : 100  
Duration : 3 Hrs

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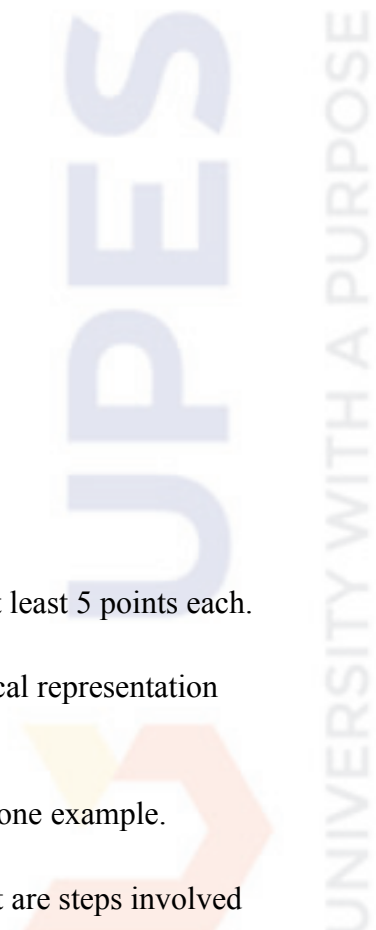
**All sections are compulsory**

**Section-A [5 X 4 = 20 Marks]**

- 1) Define economic and non-economic activity.
- 2) What are different types of Industries and define them.
- 3) Why Staffing is important?
- 4) What are different types of Accounting?
- 5) What is the flow chart of Planning and Control Cycle?

**Section-B [4 X 10 = 40 Marks]**

- 6) Compare between Business, Profession and Employment. Mention at least 5 points each.
- 7) What is Classification of Commerce including trade? Provide graphical representation including all subsets.
- 8) Define Process Re-engineering including all steps involved. Provide one example.
- 9) What are the requirements of today's decision making process? What are steps involved in Rational Approach Decision making process?



**Section-C [1 X 40 = 40 Marks]**

Case Study: **CHOPPING INVENTORIES AT PORSCHE**

Industry insiders were writing off Porsche as an independent carmaker in the earlier 1990s. Sales in 1992 were down to less than 15,000 cars, one-fourth their 1986 peak, and losses had mounted to \$133 million. That's when Wendelin Wiedeking became the top manager at the revered, but ailing, company.

Wiedeking hired two Japanese efficiency experts to help overcome Porsche's stubborn traditionalism. "They immediately tackled a wasteful inventory of parts stacked on shelves all over the three-story Stuttgart factory. One of the experts handed Wiedeking a circular saw. While astounded assembly workers watched, he moved down an aisle and chopped the top half off a row of shelves."

They proceeded to overhaul the assembly process, slashing the time required to build the new 911 Carrera model from 120 hours down to just 60 hours. They cut the time required to develop a new model from seven years to just three years. And a quality-control program has helped reduce the number of defective parts by a factor of 10. As a consequence of these, and other actions, the company's sales have more than doubled to about 34,000 cars, and earnings were about \$55 million in the latest fiscal year.

Source: David Woodruff, "Porsche Is Back—And Then Some," *Business Week*, September 15, 1997, p. 57.

Provide brief explanations to the following questions:

- 1) What is the Management Control adopted by Japanese Expert?
- 2) Define that Control with Flow Chart
- 3) What are the benefits of this Management system?
- 4) What are the disadvantages of this Management Control?

