**18ME505**

**Hall Ticket Number:**

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| **III/IV B.Tech (Regular) DEGREE EXAMINATION** | | | |
| **February, 2021** | **Mechanical Engineering** | | |
| **Fifth Semester** | **Industrial Engineering And Management** | | |
| **Time:** Three Hours | | **Maximum:** 50 Marks | |
| *Answer ALL Questions from PART-A.* | | | (1X10 = 10 Marks) |
| *Answer* ***ANY FOUR*** *questions from PART-B.* | | | (4X10=40 Marks) |
| **Part - A** | | | |

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| 1. | Answer all questions | | (1X10=10 Marks) | |
|  | a) | Define Industrial Engineering. | |  |
|  | b) | What is total productivity? | |  |
|  | c) | Define Business Process Reengineering. | |  |
|  | d) | List any two charts to record moments in shop operation. | |  |
|  | e) | Describe SIMO chart. | |  |
|  | f) | Define work measurement. | |  |
|  | g) | Give an example of where the fixed position layout is used. | |  |
|  | h) | What is partnership deed? | |  |
|  | i) | List the levels of management. | |  |
|  | j) | Give an example of digital marketing. | |  |
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| Part - B | | | | |
| 2. | a) | Write about the evolution and historical developments of Industrial Engineering. | | 5M |
|  | b) | Explain the measures to improve the productivity. | | 5M |
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| 3. | a) | Describe the factors affecting the productivity. | | 5M |
|  | b) | Write and explain the Steps to implement Business Process Reengineering. | | 5M |
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| 4. |  | Discuss in detail multiple activity chart with an example. | | 10M |
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| 5. |  | Write and explain the principles of motion economy | | 10M |
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| 6. | a) | Compare the rural and urban sites for plant location. | | 5M |
|  | b) | Distinguish between product and process layouts. | | 5M |
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| 7. |  | Describe the features, advantages and disadvantages of joint stock company type of business firm. | | 10M |
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| 8. |  | Describe the functions of management | | 10M |
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| 9. |  | Explain the product life cycle along with the marketing strategies adopted in each of the stage of PLC. | | 10M |

