



বাংলাদেশ আর্মি ইন্টারন্যাশনাল ইউনিভার্সিটি অব সায়েন্স এন্ড টেকনোলজি (বিএআইইউএসটি) কুমিল্লা  
BANGLADESH ARMY INTERNATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY (BAIUST) CUMILLA

Department of EEE

Level-3, Term-II

Mid Term Examination, spring 2023

Course Code: IPE393

Course Title: Industrial Management

**Notes:**

**Time: 1Hr**

**Full Marks: 60**

- a. Answer any 02 (*Two*) of the following 03 (*Three*) questions.
  - b. Each question carries 30 marks.
  - c. Figure on the right of each question indicates marks for respective question.
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1. (a) Differentiate between goods and services. [15]  
(b) Explain MBWA with its advantages. [15]
2. (a) Explain the elements of an organization. [12]  
(b) Define Strategy. Why is strategy important for an organization? [18]
3. (a) Describe different levels of managers. [12]  
(b) Discuss the skills required for different levels of managers (with figure). [18]