

Register Number.....

**B.E/B.TECH DEGREE EXAMINATIONS: NOV/DEC 2012**

Fifth Semester

**GSS104: PRINCIPLES OF MANAGEMENT AND TOTAL QUALITY MANAGEMENT**

(Common to CSE/EIE/ECE/FT/IT/TXT)

**Time: Three Hours**

**Maximum Marks: 100**

**Answer All Questions:-**

**PART A (10 x 1 = 10 Marks)**

1. \_\_\_\_\_ has given the principles of scientific management.  
a) H. Fayol            b) F.W.Taylor            c) P.F. Drucker            d) F.B.Gilbreth
2. \_\_\_\_\_ provides a ready guideline for solving recurring problems  
a) Objective plans            b) Master plans            c) Standing plans            d) Internal plans
3. Econometric models are also called as  
a) Causal models            b) Regression models            c) Delphi model            d) Behaviour models
4. \_\_\_\_\_ deals with the growth of organization vertically  
a) Functional process            b) Span of control            c) Structure            d) Scalar process
5. The type of departmentation suitable for large-scale business units is  
a) Process            b) Time            c) Product            d) Functions
6. Functional organization was proposed by  
a) Henry Fayol            b) F.W.Taylor            c) Louis Allen            d) Mc Farland
7. "Fitness of quality" was identified by  
a) Deming W Edward            b) Joseph M.Juran  
c) Philip B.Crosby            d) Kaoru Ishikawa
8. Cost on account of incoming inspection is  
a) Failure cost            b) Appraisal cost            c) Production cost            d) Inventory cost
9. The quality guru who proposed the cause and effect diagram is  
a) Ishikawa            b) Faigenbaum            c) Crosby            d) Taguchi
10. Seiso means  
a) Neatness            b) Cleaning            c) Standardization            d) Discipline

**PART B (10 x 2 = 20 Marks)**

11. Define Mission. Write the mission of an educational institution.

12. Compare verifiable and non-verifiable objectives.
13. What is decentralization?
14. What is Matrix Organization?
15. Mention the various methods of enriching the job.
16. What are the various requirements for feedforward control?
17. The following table gives the COQ in a mobile manufacturing unit,

i) External Audit	-	Rs.20,000
ii) Field Failure	-	Rs.40,000
iii) In-process inspection	-	Rs.10,000
iv) Product Qualification	-	Rs.2,40,000
v) Scrap	-	Rs.45,000
vi) Quality System	-	Rs.24,000
vii) Warranty Cost	-	Rs.50,000

Draw the PAF model for the above data.

18. What is Deming Cycle?
19. Draw the Ishikawa diagram for analyzing the causes for failure in semester examination.
20. Find the mean and median for the following data set,
  - a) 67,76,78,78,78,79,85

**PART C (5 x 14 = 70 Marks)**

21. a) (i) Explain the various steps in the planning process. (7)
    - (ii) List the various benefits and weaknesses of management by objectives.

**(OR)**
  - b) Explain the process of setting objectives and the organizational hierarchy. Also explain the relationship between the same.
22. a) (i) Explain the various factors influencing the span of management.
    - (ii) List the various steps of organizing process and explain the same with neat sketch.(7)

**(OR)**
  - b) What are the basic patterns of traditional departmentation? Explain any two types of departmentation with neat sketch. Also mention its advantages and disadvantages.

23. a) State the Maslow's theory of hierarchy of human needs. (7)

(OR)

b) Draw the communication process model and explain the various steps involved in the process.

24. a) Explain Deming's 14 points for improving quality, productivity and competitiveness.

(OR)

b) List the various elements of ISO 9000:2008? Mention the advantages of ISO certification. (7)

25. a) Draw a House of Quality and explain the six major building blocks of it with suitable example.

(OR)

b) The following data consists of 24 measurements (in seconds) of the time to answer a hot-line phone enquiry at a Private bank,

24	24	21	24	24	24
27	26	25	23	23	23
26	22	22	28	21	25
25	27	25	26	22	20

(i) Plot a Check Sheet/Tally sheet by selecting an interval of 3 seconds.

(ii) Draw the histogram for the same.

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