

**B.E / B.TECH DEGREE EXAMINATIONS: JUNE/JULY 2013**

Seventh 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 the Questions:-**

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

1. Management is a ----- process
  - a) continuous
  - b) Internal
  - c) Vague
  - d) Consulting
2. Who propounded the scientific approach of management
  - a) McGregor
  - b) Henry Fayal
  - c) F.W.Taylor
  - d) Weber
3. Planning and ----- are closely interrelated and they determine the accuracy of decision making
  - a) Forecasting
  - b) Innovation
  - c) Organizing
  - d) Control
4. ----- decisions relate to the day to day operations of the enterprise generally taken by middle and lower level management
  - a) Operative
  - b) Strategic
  - c) Control
  - d) Short term
5. Unity of command means that employees should receive orders from
  - a) One superior only
  - b) Two superior only
  - c) No superior
  - d) All superiors
6. The need for control is
  - a) To minimize mistakes
  - b) To reduce deviation
  - c) To get good output
  - d) To enhance quality
7. The Cost associated with measuring ,evaluating and auditing of purchased components to set standard
  - a) Prevention cost
  - b) Failure cost
  - c) Capital cost
  - d) Product cost
8. Bench marking helps in setting goals and objectives by considering factors from
  - a) Internal environment
  - b) External environment
  - c) Developed companies
  - d) Developing companies

9. ISO 9000 audit system includes
- |                                     |                            |
|-------------------------------------|----------------------------|
| a) First party audit only           | b) Third party audit only  |
| c) First party and third party only | d) Second party audit only |
10. The single international automotive management system
- |                 |              |
|-----------------|--------------|
| a) ISO/TS 16949 | b) QS 9000   |
| c) ISO 14000    | d) ISO 24000 |

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

11. Compare administration and management
12. List the functions of management
13. List any three objectives of planning
14. Define policy
15. List the types of barriers of communication
16. Differentiate authority and responsibility
17. List the dimensions of quality
18. Name any four quality Gurus
19. What is meant by TPM
20. What is quality cost

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

21. a) Explain the different school of thought of management

**(OR)**

- b) Explain the steps involved in planning

22. a) Write short notes on

1. Departmentation
2. Line and staff authority

**(OR)**

- b) Explain in detail the different types of Business organisation

23. a) Explain the different motivation techniques practiced in industry

**(OR)**

b) Write a detailed note on **control function** in management

24. a) Explain the elements of ISO 9000-2008

**(OR)**

b) State the contributions of Deming and how can these principles be used in the machinery maintenance of a fabrication shop

25. a) Write short note on

1. Quality function deployment

2. Bench marking

**(OR)**

b) List the barriers to TQM implementation with ways to eliminate them

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