

**B.E/B.TECH DEGREE EXAMINATIONS: NOV/DEC 2014**

(Regulation 2009)

Seventh Semester

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

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

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

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

1. Henri Fayol's theory is called
  - a) 7 Principles
  - b) 14 Principles
  - c) 6 Functions
  - d) 5 management tools
2. ----- is not part of management plan,
  - a) Personal level plan
  - b) Organizational level plan
  - c) Department level plan
  - d) Industry level plan
3. ----- is not a authority exist within an organization
  - a) Line Authority
  - b) Staff Authority
  - c) Functional Authority
  - d) Departmental Authority
4. In Two Factor theory (Herzberg), hygiene factor is determine by
  - a) Satisfaction
  - b) Dissatisfaction
  - c) Punishment
  - d) Reward
5. Nature of centralized organisation is -----
  - a) Layers in the hierarchy
  - b) Lack of authority
  - c) Specialisation
  - d) Local decision-making
6. Which of the following is not a type of organizational communication?
  - a) Upward communication
  - b) Oral communication
  - c) Downward communication
  - d) Diagonal communication

7. ISO 9001:2008 - sets out the requirements of a
  - a) Quality management system
  - b) Quality Management Principles
  - c) Internal audits of quality management systems
  - d) External audits of quality management systems
8. The Kaizen concept was popularised by
  - a) Kaoru Ishikawa
  - b) Taguchi
  - c) Masaki Imai
  - d) Feigenbaum
9. One of the following is not part of seven traditional tools of quality
  - a) Control chart
  - b) Arrow diagram
  - c) Flow chart
  - d) Pareto Analysis
10. 'Poka Yoke' means
  - a) Mistake Proofing
  - b) Error Free
  - c) Quality Proofing
  - d) Defect finding

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

11. What are the types of organizational planning?
12. List the steps involved in planning.
13. Define Organizing.
14. Name the Factors determining effective span of control
15. Explain "Motivation".
16. What are the differences between formal and informal Communication?
17. Name any four dimensions of quality.
18. What is cost of quality?
19. List seven new quality control (or) management and planning (MP) tools.
20. Explain Taguchi Quality Loss Function.

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

21. a) Compare and contrast between F.W. Taylor's and Henri Fayol's approach towards management.

**(OR)**

- b) Explain the process of Management by Objective (MBO), its benefits and limitations.

22. a) Explain the principles of administrative theory of management with suitable illustrations.

**(OR)**

b) Elucidate steps involved in a typical selection procedure.

23. a) Does Motivation important for organisation development and achievement? Justify your answer with Maslow's hierarchy of needs.

**(OR)**

b) "Good communication is the foundation of sound management" – Discuss. What are the barriers to effective communication?

24. a) Compare the contributions of Deming, Juran and Crosby to Quality Management.

**(OR)**

b) Explain the concepts, requirements and advantages of ISO standards with suitable examples from ISO 9000-2008.

25. a) "QFD provides a system of comprehensive development process in understanding customer requirements" – Discuss.

**(OR)**

b) Elaborate stages, design, process and documentation of FMEA.

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