



Register Number:

B.E/ B.TECH. DEGREE EXAMINATIONS: APRIL 2015

(Regulation 2009)

Seventh Semester

GSS104: PRINCIPLES OF MANAGEMENT AND TOTAL QUALITY MANAGEMENT

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

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. _____ involves selecting missions and objectives and the actions to achieve them.
 - a) Management
 - b) Planning
 - c) Scheduling
 - d) Procedures
2. A _____ is a statement of expected results expressed in numerical terms.
 - a) Rules
 - b) Programmes
 - c) Budget
 - d) Procedures
3. _____ is the tendency to disperse decision-making authority in an organized structure.
 - a) Centralization
 - b) Dictatorship
 - c) Presidential
 - d) Decentralization
4. The managerial function of _____ is defined as filling, and keeping filled, positions in the organization structure.
 - a) Staffing
 - b) Promotion
 - c) Marketing
 - d) Nominating
5. _____ is the strength of an individual's preference for an outcome
 - a) Force
 - b) Valence
 - c) Expectancy
 - d) Satisfiers
6. _____ leaders identify what subordinates need to do to achieve objectives, clarify organizational roles and tasks, set up an organization structure and the likes.
 - a) Traditional
 - b) Transactional
 - c) Transformational
 - d) Transfixed
7. _____ is a planning tool used to fulfill customer expectations.

ii) Explain about decentralization of authority. (7)

(OR)

b) i) Explain in detail about the selection process and techniques involved in staffing. (7)

ii) Discuss about delegation of authority. (7)

23. a) i) Discuss about the various leadership styles. (7)

ii) What are the guidelines for improving communication? Explain in detail. (7)

(OR)

b) i) Explain the role of special motivational techniques. (7)

ii) Discuss about the barriers in communication. (7)

24. a) i) Discuss about the various dimensions of Quality. (7)

ii) Explain briefly about Quality costs and statements. (7)

(OR)

b) Explain in detail the contributions of Deming, Juran and Crosby to TQM.

25. a) i) Explain about Total Productive Maintenance. (7)

ii) Discuss about the process of FMEA document. (7)

(OR)

b) Explain in detail about Quality Function Deployment.
