



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

(Regulation 2009)

Seventh Semester

GSS104: PRINCIPLES OF MANAGEMENT AND TOTAL QUALITY MANAGEMENT

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

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. The first men who advocated the view that the management should can be target
 - a. F.W.Taylor
 - b. Hendry Fayol
 - c. Peter Drucker
 - d. Maslow
2. One of the major elements of planning process
 - a. Developing leadership qualities
 - b. perception of opportunities
 - c. selecting right personnel
 - d. designing organization structure
3. In which type of organization structure is line and staff authority relationship prevalent
 - a. committee
 - b. task force
 - c. functional organization
 - d. Virtual organization
4. Degree of centralization indicates
 - a. Degree of delegation authority
 - b. degree of responsibility
 - c. degree of power
 - d. degree of accountability
5. On which form of communication do managers spend maximum time
 - a. Non-verbal communication
 - b. oral communication
 - c. pictorial communication
 - d. written communication
6. The procedure adopted to evaluate, maintain and improve quality standards in several stages of manufacture refer to
 - a. Product control
 - b. process control
 - c. quality control
 - d. quality performance
7. The statement of an organization's commitment to quality is
 - a. Mission
 - b. Vision
 - c. Principle
 - d. Policy
8. The ISO 9000 series is:

- a. a set of instructions for preparing control charts
 - b. a set of guidelines for quality
 - c. a set of forms and procedures to ensure quality
 - d. an international standard that describes a recommended quality system
9. Which of the following statements best characterizes the quality management practice called benchmarking?
- a. The difference between grade and quality
 - b. The ISO term for progress measurement
 - c. Comparing planned project practices to those of other projects
 - d. A technique used to test certain types of electronic equipment
10. The primary components of quality management are quality
- a. inspections, certifications, and validations
 - b. philosophy, assurance, and control
 - c. form, fit, and function
 - d. reliability, maintainability, and availability

PART B (10 x 2 = 20 Marks)

11. State the important observations suggested about planning.
12. Bring out any four weakness of MBO.
13. Mention the advantages of De-centralization.
14. Compare line and staff authority.
15. Define leadership. List any two leadership traits.
16. Specify the characteristics of Control.
17. What are the Dimensions of Quality?
18. Name the ISO 9000 Series of Standards.
19. How would you compute Taguchi quality loss function?
20. Define Benchmarking.

PART C (5 x 14 = 70 Marks)

21. a) (i) Outline on the principle of F.W. Taylor theory. (9)
 - (ii) Write briefly on the benefits of MBO. (5)
 - (OR)
 - b) Illustrate the steps in planning process with a neat flow diagram.
22. a) (i) Briefly define each of the factors determining the degree of decentralization of authority. (8)

(ii) Analyse the merits and demerits of a line and staff organization. (6)

(OR)

b) Bring out the features and explain how formal organization is different from informal organization.

23. a) (i) Discuss the qualities required for effective leadership. (7)

(ii) Identify the steps in the process of controlling and write shortly on each step. (7)

(OR)

b) What are communication barriers? Suggest measures how communication can be made effective.

24. a) What is quality cost? Elaborate the techniques used for Quality cost.

(OR)

b) (i) Write about Deming's Philosophy (7)

(ii) Provide brief answers on elements of ISO 9000:2008. (7)

25. a) (i) Define 5S philosophy and discuss briefly on each of them. (7)

(ii) Paraphrase on the new seven management tools. (7)

(OR)

b) What is FMEA? Present the stages of FMEA in detail
