



B.TECH DEGREE EXAMINATIONS: APRIL / MAY 2016

(Regulation 2009)

Eighth Semester

BIOTECHNOLOGY

GSS104: Principles of Management and Total Quality Management

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. In the planning process, the first step is to
 - a) Set an objective
 - b) Determine strength & weaknesses
 - c) Evaluate alternatives
 - d) Change thought process
2. Identify three problems commonly hindering successful planning.
 - a) Conflict among objectives; impossibility of measuring outcomes; confusion between means and ends.
 - b) An oversized planning department; poor co-operation between managers and planners; managers with little time to gather information.
 - c) Lack of planning expertise; little top management support; misuse of planning specialists.
 - d) Procedures unsuited to change; negative organisational culture; poor interpersonal relationships.
3. Which of the following is not an example of 'structure'?
 - a) Supply of materials
 - b) Rules and procedures
 - c) Buildings
 - d) Information systems
4. In which organisational form are there dual or multiple lines of authority?
 - a) Matrix
 - b) Multidivisional
 - c) Modular
 - d) Hybrid
5. The decision-making model consists of four styles: directive, analytic, behavioral and -----.
 - a) Conceptual
 - b) Intuitive
 - c) Group interaction
 - d) Laggard
6. The three interpersonal roles of managers are _____
 - a) Figurehead, leader and liaison
 - b) Director, coordinator, disseminator
 - c) Spokesperson, leader, coordinator
 - d) Communicator, organizer, spokesperson

7. What perspective does Crosby adopt when defining quality?
 - a) Quality must be defined subjectively.
 - b) Fitness for purpose is the key.
 - c) Setting and meeting specifications is the critical issue.
 - d) All of these

8. If "quality is free", why do authorities recognize that an improvement programme needs investment?
 - a) Zero defects is not possible.
 - b) There is an inevitable worsening of quality during periods of change.
 - c) Reductions in prevention and appraisal costs lag behind investment in prevention.
 - d) It is never free.

9. Which of the following is NOT an example of an attempt to reduce design complexity?
 - a) Communalization
 - b) Modularization
 - c) Diversification
 - d) Standardization

10. Which of the following is NOT correct?
 - a) Screening is carried out after each stage of product / service design
 - b) There is high uncertainty at the start the product design process
 - c) There is a large number of design options during screening
 - d) Certainty regarding the final design increases over time

PART B (10 x 2 = 20 Marks)

11. List the types of plans.
12. Who are the formulators of plans?
13. Write about the classical theory of organization.
14. Define decentralization.
15. Differentiate between a manager and a leader.
16. List the four types of leadership.
17. Write about ISO 9000:2008.
18. What is hidden cost?
19. What are the categories of bench marking?
20. What is quadratic loss function?

PART C (5 x 14 = 70 Marks)

21. a) Discuss about the contribution of Taylor and Henri fayol in the field of planning.

(OR)

- b) Discuss the steps involved in planning.
22. a) Explain the theories of organizing developed by Likert.
(OR)
b) Describe the concepts evolving around organization design.
23. a) Explain in detail the theories and techniques of motivation.
(OR)
b) Elaborate on the methods of improving effectiveness is communication.
24. a) Discuss the dimensions of quality.
(OR)
b) Explain in detail on the contributions of deming, Juran and crosby.
25. a) Explain the types of bench marking in detail.
(OR)
b) Define FMEA, write its purpose, benefits and types with suitable examples.
