

Reg. No. :

--	--	--	--	--	--	--	--	--	--

**Question Paper Code: 59701**

B.E. / B.Tech. DEGREE EXAMINATION, MAY 2018

Elective

Mechanical Engineering

15UME901 - INDUSTRIAL AND QUALITY MANAGEMENT

(Regulation 2015)

Duration: Three hours

Maximum: 100 Marks

PART A - (10 x 1 = 10 Marks)

1. Military type of organization is known as CO1- R
  - (a) line organization
  - (b) functional organization
  - (c) line and staff organization
  - (d) line, staff and functional organization
  
2. Making different events to happen according to plan is called CO1- R
  - (a) Directing
  - (b) Co-ordinating
  - (c) Motivation
  - (d) controlling
  
3. MBO stands for CO2-R
  - (a) Method base objective
  - (b) Management by objective
  - (c) Maintain by operation
  - (d) All of the above
  
4. Issuing of instruction, guiding and supervising the subordinates is CO2 -R
  - (a) directing
  - (b) controlling
  - (c) motivation
  - (d) coordinating

5. The objective of TQM is CO3- R
- (a) To improve process (b) To improve profitability
- (c) All of the above (d) None of the above
6. Complaints must be resolved within CO3- R
- (a) An hour (b) four minutes (c) A day (d) four hours
7. Some organizations today are using "six sigma", to set the upper and lower limits on control charts rather than the traditional sigma's CO4- R
- (a) 2 (b) 3 (c) 4 (d) 5
8. The primary responsibility for establishing design and test specifications should rest CO4- R
- (a) Purchasing (b) Engineering (c) Manufacturing (d) Quality control
9. Who is ultimately responsible for quality management on the project? CO5 -R
- (a) Project Engineer (b) Project manager (c) Quality manager (d) Team member
10. Workarounds are determined during which risk management process? CO5 -R
- (a) Risk identification (b) Quantitative risk analysis
- (c) Risk response planning (d) Risk monitoring and control

PART – B (5 x 2= 10Marks)

11. Define motivation. CO1- R
12. Name any four organizations. CO2 -R
13. State the Quality Improvement Strategy? CO3 -R
14. How will you build a house of quality? CO4- R

15. What is the need for ISO 9000?

CO5- R

PART – C (5 x 16= 80Marks)

16. (a) Define managerial function 'Planning' .Explain briefly how the planning function is carried out effectively. CO1 -App (16)

Or

(b) What is MBO? What are the steps involved? Describe the advantages and limitations of MBO. CO1- App (16)

17. (a) Describe the three dimensions of motivation. CO2 -App (16)

Or

(b) What is communication? Name the element of communication. Name the different methods of communication. Bring out their merits. CO2 -Ana (16)

18. (a) Describe 'Total Quality Management' technique in management. CO3 -Ana (16)

Or

(b) Sketch and explain the customer complaints flow chart. CO3 -Ana (16)

19. (a) Discuss the concept of six sigma principle. CO4 -U (16)

Or

(b) Write the step by step procedure of implementing a benchmarking process in an organization. CO4- Ana (16)

20. (a) Describe the twenty elements of ISO 9000 standard. CO5 -U (16)

Or

(b) Explain briefly purpose of an ISO 14000 quality system. CO5- U (16)

