

Name:  
Enrolment No:



## UNIVERSITY OF PETROLEUM & ENERGY STUDIES

Online End Semester Examination – May 2021

**Program: BBA (all specializations)**

**Semester: IV**

**Subject/Course: Industrial Management (Open elective)**

**Max. Marks: 100**

**Course Code: HUMN3307O**

**Duration: 3 Hours**

### Instructions:

1. The student must write his/her name and enrolment no. in the space designated above.
2. Section A: Type the Answer question type. Students while answering will be shown a text box to type their answers
3. Section B & C: Scan and Upload question type. students are expected to write on a plain white A4 answer sheets and upload the snapshot of the answer
4. STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET
5. Students are expected to mention correct question numbers while answering them on Plain white A4 Answer She

### SECTION A

**1. Each Question will carry 5 Marks**

**2. Instruction: Multiple choice questions.**

S.No	Question	CO
Q 1.	<p>The Cost of Quality often refers to cost to ensure a produced product or service conforms to specific quality standards. Which of the following is not cost associated with the Cost of Quality?</p> <p>(a) Appraisal Cost (b) Defect Cost (c) Failure Cost (d) Prevention Cost</p>	CO1
Q 2.	<p>An information system that supplies information specifically to aid managers with decision-making responsibilities is called a</p> <p>(a) DBMS (b) MIS (c) DSS (d) DBA</p>	CO1
Q 3.	<p>_____ is not a process tools for TQM systems</p> <p>(a) process flow analysis (b) histograms</p>	CO1

	(c) plier (d) control charts	
Q 4.	Assured quality is necessary for building customer confidence.  (a) correct (b) correct to some extent (c) correct to great extent (d) incorrect	CO1
Q 5.	TQM stands for _____  (a) Total Quality Management (b) Total Quantity Management (c) Total Qualitative Management (d) To question management	CO1
Q 6.	Quality practices must be carried out _____  (a) at the start of the project (b) throughout the life of the project (c) at the end of the project (d) no need to carry out quality practices	CO1
<b>SECTION B</b>		
<b>1. Each question will carry 10 marks</b>		
<b>2. Instruction: Write short / brief notes</b>		
Q7.	Relate the importance of human factor in the modern workplace which are influenced by emerging technologies like artificial intelligence, workplace robots, internet of things, etc.	CO2
Q8.	Your friend Ramesh wants to starts a business. Therefore, he is interesting to know the business risks and their causes. Explain him the meaning and causes of business risks.	CO2
Q9.	In what ways can the following activities be seen as projects? In what ways do they resemble ongoing, routine business activities? Feel free to add assumptions and details to describe how the activity might be a project in one context and routine in another. 1. Reading the chapter before attending a university lecture. 2. Taking the bus to work each day.	CO3
Q10.	Enumerate and discuss the pillars of Quality Management System.	CO3
Q11.	Can MIS be helpful in information organizations? Discuss.	CO3
<b>SECTION C</b>		
<b>1. This section carries 20 Marks.</b>		
<b>2. Instruction: Write long answer.</b>		

Q12.	<p>A Proct &amp; Gamble survey shows that wearing the right make-up can help women move up the career faster. Another survey by Aziz Corporation in Britain of 100 company bosses showed that one in four employers were more likely to give a job to a woman who wore make-up than one who did not. A third of those surveyed felt that a woman without make-up looked like she couldn't be bothered to make an effort.</p> <p>Again, Aziz Corporation, which is a communication and leadership consultancy, is in the business of image management and its consultants seem to be in the job of dishing out advice such as the etiquette of wearing heels to businesswomen to make an impact in boardrooms. Kaya Skincare, along with Nielsen had some time ago done a survey of the Indian men in the 18-50 age group, which showed that they were quite aware of the importance of personal grooming for workplace success. Eight out of 10 men surveyed said that being well-groomed had a positive effect on their careers.</p> <p>Questions:</p> <p>(i) Do you think it is weird yardstick on career progress for women, sometimes for men do? Does this survey show that things are easy for women once if they were the right shade of lipstick? (10 MARKS)</p> <p>(iii) Do you think it is true in the case of men's career too? Do you buy an argument that who take care of themselves also take care of their jobs better? (10 MARKS)</p>	CO4
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