

INDIAN MARITIME UNIVERSITY
(A Central University, Government of India)
May-June 2018 End Semester Examinations
M.Tech. (Marine Engineering & Management)
First Semester

Management, Qualitative & Quantitative Analysis and Research Methods
(PG13T1105)

Date :30-05-2018

Maximum Marks :100

Time: 3 Hrs

Pass Marks : 50

Note: Answer any five questions. All questions carry equal marks.(5x20 =100)

1. (a) Define Total Quality Management.
(b) What are the various tools/techniques used for TQM?

2. (a) Write the differences between coercive, and affiliative style of leadership.
According to you, which is more suitable during emergencies and why?

(b) Do you agree that a particular style of leadership is applicable to all situations? If yes, how, and if no, why?

3. (a) Explain features, benefits and disadvantage of CPM.
(b) What are the differences between CPM and PERT?

4. (a) Write a note on Ishikawa diagram.
(b) Briefly discuss ISM code.

5. (a) Discuss various elements of market mix.
(b) Write a short note on the importance of marketing for an organizational growth.

6. Write short notes on any four of the following:
 - a) Recruitment and selection
 - b) Causes of Accidents
 - c) PERT
 - d) X and Y theory of motivation

e) Snowball sampling

7. (a) Write down steps involved in strategic management process.
(b) With suitable example, elucidate porter's five force model.
8. (a) What are the various ethical issues that a researcher has keep in mind while conducting research.
(b) Elucidate different methods under random sampling method of primary data collection.
