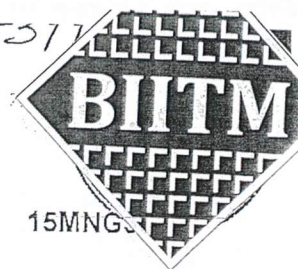


Registration No :

0 P e r a t i o n



Total Number of Pages : 01

3rd Semester Regular / Back Examination 2018-19
TOTAL QUALITY MANAGEMENT (TQM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E410

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Short Answer Type Questions (Answer All-10)

(2 x 10)

- What defines best Quality Management?
- What is SERVQUAL, and dimensions of service quality performance?
- How can Total Quality management help in improving Customer Satisfaction?
- What is Quality Circle?
- Define Quality Auditing?
- Which are the pre-requisite of KANBAN?
- What are the principles of Six Sigma?
- Define Quality Cost.
- What is the role of Quality Council?
- Briefly explain POKA-YOKE?

Part-II

Q2 Focused -Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- What are the basic concepts and principles of TQM?
- What is statistical process control, briefly explain the uses of control charts for variables and attributes?
- Briefly explain how quality control systems are designed?
- What do you mean by benchmarking? Briefly explain few important benchmarking processes?
- What do you mean by Kanban, explain?
- What is the difference between the Six Sigma and TQM initiatives? Discuss.
- How is Deming's PDCA cycle useful in services? Discuss.
- Briefly explain Zero Defects.
- Would a six sigma implementation involve significant financial investment? Discuss.
- If line employees are required to work on quality improvement activities, their productivity will suffer." Discuss.
- "You don't inspect a quality into a product; you have to build it in." Discuss the implications of this statement.
- Is the goal of Six Sigma realistic for services such as Blockbuster Video stores?

Part III

Q3 Long Answer Type Questions (Answer Any Two out of Four)

A lack of top management leadership in a quality effort can hinder or destroy it. Support the statement. (16)

Q4 What are the important dimensions of quality, how quality planning helps in achieving TQM objective? (16)

Q5 What kind of an organizational structure for the purpose of quality management might you suggest for a manufacturing company having a number of divisions at different locations with different divisional managers heading the divisions? (16)

Q6 Is an ISO 9000 certification a guarantee for the firm's product quality? Explain your answer. (16)