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Question Paper Code : X 85166

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020
First/Third Semester
BA 5107 – TOTAL QUALITY MANAGEMENT
(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. Recall the meaning of customer focus.
2. Describe the quality policy statement of any one organization.
3. List any two contributors of total quality management.
4. Infer the meaning of quality circle.
5. Quote the meaning of statistical process control.
6. Summarize any two features of control chart.
7. State the meaning of quality function development.
8. Illustrate the meaning of POKA YOKE.
9. Identify the significance of quality management system.
10. Indicate any two merits of quality audit.

PART – B

(5×13=65 Marks)

11. a) “Quality is a function of how the customer views the product/service that he or she receives”. Write your agreement with the statement and describe the various dimensions of product and service quality.

(OR)

- b) State how customer retention is an important economic strategy for an organisation.



12. a) William Edwards Deming (1900-1993) is widely acknowledged as the leading management thinker in the field of quality. Demonstrate his contributions in quality management.

(OR)

- b) Illustrate the Japanese 5S principles to be applied in an education institution.

13. a) “Six Sigma measures the “goodness of a process” comparing the “voice of the process” with the “voice of the customer”. Describe the meaning of process capability and examine how six sigma principles enable the quality improvement process.

(OR)

- b) Examine the concepts of reliability in quality management.

14. a) Discuss the need for failure mode effect analysis in manufacturing industry.

(OR)

- b) “Organizations use quality tools to help monitor and manage their quality initiatives”. Indicate the tools for quality management and discuss its application in any one industry.

15. a) Examine how ISO 9004 2000 intended to improve quality management system in Indian industries.

(OR)

- b) Enumerate the different components of TQM culture prevailing in organisation.

PART – C

(1×15=15 Marks)

16. a) “Almost all quality improvement comes via simplification of design, manufacturing, Layout, processes and procedures” – Tom Peters, American Writer on business management practices.

Comment on this statement and evaluate how business process improvement advances the efficiency and accuracy of the business processes.

(OR)

- b) “When you’re first doing a business process improvement project understanding roles in the process is critical.” Ms. Shelley Sweet is a respected BPM Practitioner with over 20 years of experience helping organizations improve their business processes.

Justify the statement with principles and applications of Business Process Improvement in Industry.