

(6 pages)

Reg. No. :

Code No. : 30438 E Sub. Code : AMBA 63

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

Business Administration – Core

TOTAL QUALITY MANAGEMENT

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What does the abbreviation A.S.Q stand for?
(a) American Society for Quality
(b) American Standard of Quality
(c) Asian Society for Quality
(d) Asian Standard for Quality
2. Which of the following is a principle of TQM?
(a) Process-centered
(b) Product-centered
(c) External customer focus only
(d) Internal customer focus only
7. TPM refers to _____
(a) Total Point Maintenance
(b) Total Part Maintenance
(c) Total Productive Maintenance
(d) Total Past Maintenance
8. Which of the following is not a tool used to implement and optimize TPM?
(a) Employee empowerment
(b) Census
(c) Benchmarking
(d) Documentation
9. Which is the latest ISO 9001 version in the ISO 9000 family?
(a) ISO 9001:1994 (b) ISO 9001:2000
(c) ISO 9001:2008 (d) ISO 9001:2015
10. ISO 14000 standards are for the _____
(a) Quality Management System
(b) Environmental Management System
(c) Administration
(d) Supply chain

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3. The two categories of products are _____ and _____
(a) Goods, Services
(b) Media, Education
(c) Pencil, Car
(d) Hospitality, Calculator
4. Those who are not currently using the product but have the capability of becoming _____ customers in future are called _____
(a) Potential Customers
(b) Hidden Customers
(c) Suppliers
(d) Processors
5. Benchmarking involves _____ between the performance level of the organization with its benchmark.
(a) Increasing the gap
(b) Reducing the gap
(c) Opening the gap
(d) Broadening the gap
6. Who is considered to be the father of Six Sigma?
(a) Bill Smith (b) Deming
(c) Crosby (d) Taguchi

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What is importance of customer retention?
Or
(b) Mention the basic features of TQM.
12. (a) What are the elements of customer service?
Or
(b) Define Customer Retention.
13. (a) Explain the concepts of Six Sigma.
Or
(b) List the seven tools of quality.
14. (a) What is the essential feature of Total Productive Maintenance (TPM)?
Or
(b) What are the seven principles of reengineering?

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[P.T.O.]

15. (a) Explain the implementation and documentation of Quality System.

Or

(b) Explain the requirements of ISO 14000.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words or 3 pages

16. (a) What is quality cost? Explain the techniques used for Quality cost.

Or

(b) Explain the Dimensions of service quality.

17. (a) Explain in detail the concept of Employee involvement.

Or

(b) What are the steps involved in continuous improvement process?

18. (a) Explain the House of Quality in Quality Function Deployment.

Or

(b) Benefits and pitfalls of benchmarking.

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19. (a) Explain about Taguchi' s Quality Loss Function.

Or

(b) What is FMEA? Explain the stages of FMEA?

20. (a) Explain the Benefits of ISO 14000.

Or

(b) Why is ISO 9000 important.

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