

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 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. Quality is conformance to requirements. Identify the quality guru who said this.
(a) Ishikawa (b) Crosby
(c) Ohno (d) Deming
2. The product quality after using TQM philosophy
(a) Increases
(b) Decreases
(c) Remains the same
(d) We cannot comment on product quality

3. The expression of dissatisfaction with a product/service, either orally or in writing, from an internal customer or external customer is called _____.
(a) customer needs
(b) customer delight
(c) customer expectations
(d) customer complaints
4. Quality leaders focus on _____ rather than maintenance.
(a) Continuous improvement
(b) Discontinuous improvement
(c) Static improvement
(d) Aesthetics
5. What is the percentage accuracy in the six sigma process?
(a) 99.8% (b) 99.1%
(c) 99.05% (d) 99.99966%
6. Which tool is used to break down the complex customer needs into key customer needs in QFD approach?
(a) Voice of customers (b) Affinity diagram
(c) Poka Yoke (d) 5S

Page 2 Code No. : 10437 E

PART B — (5 × 5 = 25 marks)

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

7. Which of the following is a stitch-in-time technique aiming at avoiding breakdowns?
(a) Forecasting (b) Routine maintenance
(c) Poka Yoke (d) Benchmarking
8. Which of the following technique is used in quality maintenance?
(a) Benchmarking
(b) Employee empowerment
(c) Root cause analysis
(d) Forecasting
9. Which of the following is not an example of an International Quality Award?
(a) Oscars
(b) The Deming Prize
(c) The European Quality Award
(d) Asia-Pacific Area Golden Quality Award
10. Which of the following represents India in ISO?
(a) PFRDA (b) FSSAI
(c) BIS (d) BCCI

11. (a) Explain the Dimensions of product quality.
Or
(b) Explain briefly the TQM objectives.
12. (a) Discuss the various characteristics of a quality leader.
Or
(b) Write in short the factors that Influence Customer Satisfaction.
13. (a) Explain the stages of six sigma in process improvement.
Or
(b) Write down the objectives of Benchmarking.
14. (a) What is TPM? Explain the objectives of TPM.
Or
(b) List the benefits of FMEA.
15. (a) What are the benefits of ISO 9000 standards?
Or
(b) Write short notes on Business Process Reengineering.

PART C — (5 × 8 = 40 marks)

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

16. (a) Explain in detail the evolution of TQM.

Or

- (b) Explain Deming's 14 principles for Total Quality Management.

17. (a) Define quality circles and Enumerate the various characteristics of quality circles.

Or

- (b) Who are customers? Explain the different types of customers.

18. (a) Define and explain the different types of Benchmarking in detail.

Or

- (b) What is meant by Quality Function Deployment? Briefly explain the steps involved in QFD.

19. (a) Explain in detail the eight pillars of TPM.

Or

- (b) Discuss the objectives and benefits of FMEA?

20. (a) Explain briefly the scope and purpose of ISO 9000 Series standards.

Or

- (b) Explain the importance of Malcolm Baldrige National Quality award.
-