

Roll No.

Total Pages : 3

250405

May, 2019

MBA (SCM) IV SEMESTER

TOTAL QUALITY MANAGEMENT (MBA/SCM 212)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) What are the Dimensions of Quality? (1.5)
- (b) List out the barriers to TQM implementation. (1.5)
- (c) State Juran Trilogy. (1.5)
- (d) Define PDCA Cycle. (1.5)
- (e) What is benchmarking? (1.5)
- (f) What is House of Quality? (1.5)
- (g) Briefly explain Taguchi Quality Loss Function. (1.5)

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- (h) What do you understand by Total Productive Maintenance (TPM)? (1.5)
- (i) Write the Stages of FMEA. (1.5)
- (j) What do you understand by quality council? (1.5)

PART-B

- 2. (a) Explain the concept of 'Kaizen' and briefly discuss the techniques through which it can be given a practical shape. (10)
- (b) How does the ISO 9001 system ensure the clarity of customer requirements? (5)
- 3. (a) How can you determine customer satisfaction ? Explain. (5)
- (b) Discuss, with examples, some of the leadership behaviours that are conducive to creating quality environment in the organization. (10)
- 4. Why is it essential to have a human factor in TQM ? Discuss. (15)
- 5. (a) Explain the concept of 5'S' in the context of quality improvement of work place. (5)
- (b) What are the different types of quality costs? Explain with the help of examples. (10)

- 6. (a) Discuss the relationship of Total Quality with strategy in terms of Customer satisfaction and delight. (7.5)
 - (b) Briefly explain the Environment Management System (EMS). (7.5)
 - 7. Quality aspect is an integral part of strategy." Discuss the role of quality in business planning process. (15)
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