Reg. No. : ☐☐☐☐☐☐☐☐☐☐☐☐☐

Question Paper Code : 63143

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2017.

First Semester

BA 7104 — TOTAL QUALITY MANAGEMENT

(Regulations 2013)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define : Service Quality.

2. State the need for customer focus.

3. State the importance of signal to noise ratio.

4. Write down the aspects of Juran trilogy.

5. State the process capability index.

6. State the business process improvement principle.

7. Indicate the benefits of QFD process.

8. List down the types of FMEA process.

9. Write down the indicators of poor motivation level among the employees.

10. What do you understand by the term Reward?

PART B — (5 × 13 = 65 marks)

11. (a) Illustrate the steps to he undertaken for customer retention and cost of quality. (13)

Or

    (b) Describe about the formulation of quality policy statement and its impact on the organizational developments. (13)

12. (a) Discuss about contributions of Deming, Masaaki Imai and Ishikawa on quality management. (13)

Or

(b) (i) Discuss about Taguchi's quality loss function. (6)

(ii) Illustrate the functions of quality circle in manufacturing organization. (7)

13. (a) (i) Explain product life characteristics curve and its functional impact. (6)

(ii) Discuss about the pillars of TPM. (7)

Or

(b) Discuss about the choice of control chart to draw the status of process and its limitations. (13)

14. (a) Discuss about the construction of House of Quality. (13)

Or

(b) Describe about any FIVE new quality tools. (13)

15. (a) Discuss the elements of ISO 9004:2000 quality management system. (13)

Or

(b) (i) Explain about TQM frame work. (6)

(ii) Describe about impact and types of Quality Audit. (7)

PART C — (1 × 15 = 15 marks)

16. (a) Carry out FMEA analysis for the design of unmanned aerial vehicle. (15)

Or

(b) In a capability study of a machine used for grinding a shaft to a diameter of 23.75±0.1 mm of five consecutive pieces has been taken for seven days. The diameters of these shafts are as given below :

I	II	III	IV	V	VI	VII
23.80	23.78	23.78	23.78	23.76	23.76	23.78
23.76	23.81	23.80	23.76	23.82	23.74	23.81
23.77	23.76	23.77	23.75	23.79	23.78	23.80
23.73	23.76	23.77	23.77	23.74	23.76	23.70
23.78	23.75	23.77	23.78	23.79	23.73	23.76

Construct the X bar and R chart and comment the process. (15)

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