Question Paper Code : 60303

M.B.A. DEGREE EXAMINATION, JANUARY 2013.

First Semester

BA 9203/10488 MB 104/UBA 9103/BA 913/571103 — TOTAL QUALITY MANAGEMENT

(Regulation 2009/2010)

Time : Three hours   Maximum : 100 marks

Use of statistical table permitted.

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Explain the difference between quality management practices in the early the 1900s with quality management in the 1990s.

2. Compare and contrast the following definitions of quality. Definition 1: Quality is the totality of features and characteristics of a product or service that bears on its ability to satisfy given needs. Definition 2: Quality is meeting or exceeding customer expectations.

3. Many managers incorrectly conclude that the meanings of Point 6 (Institute Training) and Point 13 (Encourage Education and Self-Improvement) of the Deming philosophy are identical. Explain how the meanings of the points differ.

4. Explain Crosby's contention that quality is free.

5. Some have argued the Six Sigma programs are merely repackaged versions of older quality improvement programs that originally accompanied TQM initiatives in the 1980s. Present arguments that both support and refute this view.

6. Describe a process where a c-chart could be used to monitor a quality characteristic. Clearly identify the nature of the quality characteristic and why the c-chart is appropriate. Suggest a sampling procedure to allow for rational sub-groups.

7. What is voice of customer?

8. What is poka-yoke?

9. What is quality culture?

10. What is quality audit?

PART B — (5 × 16 = 80 marks)

11. (a) Name four ways that a college business school student could apply quality management principles at the personal level. Give example of data that could be collected in this effort.

Or

(b) Discuss how a fast-food restaurant could measure its quality effectiveness using each of the following definitions of quality: product-based, user-based, value-based, and manufacturing-based.

12. (a) Identify the three management processes that comprise Juran's Quality Trilogy. Cite at least two organizational activities that can be categorized under each process.

Or

(b) Describe Deming's 14 principles of Quality Management.

13. (a) Define the term statistical process control. Outline the steps for setting up a control chart to monitor a process and determine its process capability.

Or

(b) A process fills boxes with detergent. Construct an appropriate set of control charts to monitor the process. Historical data for fill weight (in ounces) of eight samples is presented below. A sample size of six was used.

Sample	Sample Mean	Sample Range
1	15.80	0.42
2	16.10	0.38
3	16.02	0.08
4	15.95	0.15
5	16.12	0.42
6	16.18	0.23
7	15.87	0.36
8	16.20	0.40

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14. (a) What is house of quality? Explain with an example.

Or

(b) What is FMEA? Where is it applied? Explain process FMEA with an example.

15. (a) What are the principles of ISO 9000 quality systems? Explain.

Or

(b) Identify five types of teams available to an organization and the context in which they are utilized.

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