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Question Paper Code: J6503

M.B.A. DEGREE EXAMINATION, JUNE 2010

First Semester

BA 9203 — TOTAL QUALITY MANAGEMENT

(Regulation 2009)

Time : Three hours

Maximum : 100 Marks

Answer ALL Questions

PART A — (10 × 2 = 20 Marks)

1. What is quality policy?
2. What is quality control?
3. Define quality circle.
4. List the phases of implementation of Taguchi methods.
5. List the control charts for attributes.
6. Define zero-technology.
7. How is the voice of the customer heard?
8. List the phases of bench marking.
9. Define quality culture.
10. Define employee empowerment.

PART B — (5 × 16 = 80 Marks)

11. (a) Explain the factors that influence end-user perceptions. (16)
- Or
- (b) Explain the costs of quality. (16)
12. (a) Explain Juran's quality trilogy process in detail.
- Or
- (b) Elaborate on the following :
- (i) Masaaki Imai's contribution. (8)
- (ii) Taguchi's loss function. (8)
13. (a) Using a neat flow diagram, explain the process of selecting the appropriate control chart. (16)
- Or
- (b) Elaborate on the principles of reengineering using appropriate examples. (16)
14. (a) Explain the seven new management tools. (16)
- Or
- (b) Prepare the format of an FMEA table and explain the components with an example of your choice. (16)
15. (a) Explain the types of quality audits. (16)
- Or
- (b) List the elements of ISO 9000 series requirements. (16)
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