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Question Paper Code : 70303

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2013.

First Semester

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

(Regulation 2009/2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List out quality in different areas in society with customer requirements.
2. Classify the elements of the cost of quality.
3. What is a quality circle?
4. Define signal to noise ratio.
5. What is six sigma?
6. What is BPR?
7. What is a PDPC?
8. Where is POKA YOKE is used?
9. State the importance of employee involvement.
10. Compare recognition and reward.

PART B — (5 × 16 = 80 marks)

11. (a) List out and explain the benefits of TQM. How will you overcome the Obstacles.

Or

- (b) Explain the dimensions of service quality.

12. (a) Explain the concept of continuous improvement by TQM and detail about Juran's trilogy.

Or

(b) According to deming philosophy what is necessary for a business to survive and become competitive.

13. (a) Explain the applications of control charts.

Or

(b) State the applications, principles and benefits of reengineering process.

14. (a) Build a HOQ for an LCD projector.

Or

(b) Explain the new seven management tools in detail.

15. (a) What are the benefits of ISO – 9000 quality system and list out limitations?

Or

(b) What are the characteristics of good leaders also explain essential habits of quality leader?