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**Question Paper Code : 60203**

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2014.

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. Mention any two benefits of TQM.
2. Define appraisal cost.
3. Write any two contributions of Juran in TQM field.
4. What is the function of a quality circle?
5. List the measures of central tendency in common use of quality.
6. Write any two limitations of BPR.
7. What is QFD?
8. Define Poka-yoke.
9. What is the need for QMS?
10. Mention the conditions that are necessary to create the empowered environment.

PART B — (5 × 16 = 80 marks)

11. (a) (i) Explain about TQM framework. (8)
- (ii) List the various quality statements. Write short notes on them. (8)

Or

- (b) (i) Explain about the factors that influences purchase by the customer. (8)
- (ii) Explain about the Kano model. (8)

12. (a) (i) Explain any eight of Deming's philosophy on quality. (8)  
(ii) Write short notes on Taguchi's quality loss function. (8)

Or

- (b) Write short notes on :  
(i) Japanese 5S (8)  
(ii) Japanese 8D methodology. (8)
13. (a) Using a neat flow diagram, explain the process of selecting the appropriate control chart. (16)

Or

- (b) (i) Southern Inc., produces meter sticks that have a target length of 100 centimeters with upper and lower specification limits of 100.05 and 99.95 centimeters respectively. Their existing process produces meter sticks with an average length of 99.97 centimeters and a standard deviation of 0.015 centimeters. They are considering the purchase of a new machine that can hold a process output average exactly to target with a standard deviation of 0.02. Which machine will provide a better process capability index? (8)
- (ii) If a product is designed to function for 1,00,000 hours with a 1% chance of failure and if there are six of these in use at a facility, find the average number of failures per hour and the MTTF. (8)
14. (a) What are the steps in building a 'House of Quality'? Explain about it. (16)

Or

- (b) List the new management tools. Explain about any four of them. (16)
15. (a) Explain the steps followed to get ISO 9000 certification for an IT industry. (16)

Or

- (b) (i) How to achieve a motivated workforce? (8)  
(ii) How recognition and reward of employees improve employee involvement? (8)
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