

20/5/14

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Question Paper Code : 60304

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

First Semester

BA 7104 — TOTAL QUALITY MANAGEMENT

(Regulation 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define quality.
2. What are the characteristic of quality?
3. Who is the father of Quality?
4. What is meant by '5S'?
5. Write any two applications of BPR in quality.
6. Define process capability.
7. What is the difference between benchmarking and POKA YOKA.
8. List any four tools of quality.
9. List any two TQM award.
10. Define ISO 9000.

PART B — (5 × 16 = 80 marks)

11. (a) (i) Explain the different terminology involve in the cost of quality? (8)
(ii) Enumerate and illustrate the balance between the VOQ and COQ. (8)
- Or
- (b) (i) Differentiate between Inspection and Quality control? (8)
(ii) Illustrate the importance of Quality policy in a manufacturing organization (8)

12. (a) Explain the concept, frame work and working methodology of quality circle with a case study. (16)

Or

- (b) (i) Illustrate the contributions of Feigenbaum, Ishikawa and Taguchi towards quality with suitable example. (8)
- (ii) Explain the 8D methodology for an automotive organization. (8)
13. (a) Discuss in detail about the construction procedure for an variable chart with numerical example. (16)

Or

- (b) What are steps in implementing TPM and explain how TPM will be useful to achieve Quality. (16)
14. (a) Briefly explain the following terminology
- (i) QFD with case study. (10)
- (ii) Benchmarking. (6)

Or

- (b) Enumerate in detail about the FMEA and its procedure for an automotive organization. (16)
15. (a) Explain the systematic procedure in getting the ISO 9004:2000 certification system. (16)

Or

- (b) Explain in detail about the TQM frame works, benefits and its obstacles during Implementation. (16)
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