Reg. No. ☐☐☐☐☐☐☐☐☐☐☐☐☐

Question Paper Code : 80209

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2016

First Semester

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

(Regulations 2009/2010)

Time : Three Hours   Maximum : 100 Marks

Answer ALL questions.

PART – A (10 × 2 = 20 Marks)

1.   What is a mission statement ?

2.   What do you understand by the term CTQ ?

3.   Define quality circle.

4.   List the phases of implementation of Taguchi methods.

5.   What are assignable variations ?

6.   What is central limit theorem ?

7.   What is an Affinity diagram ?

8.   Define Life cycle cost.

9.   What is quality culture ?

10.   What is quality audit ?

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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) Compare and contrast Deming's, Juran's, and Crosby's perspectives of quality management. What are the major similarities and differences between their perspectives ?

OR

(b) Enumerate in detail the various principles of quality management.

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) Discuss with a case study how a house of quality is constructed. Explain each step.

OR

(b) Draw the FMEA table for a cooking oven's door. Discuss each step.

15. (a) (i) Explain the various steps involved in the implementation of ISO 9001 and certification. (12)

(ii) List the benefits of ISO 9000 certification. (4)

OR

(b) (i) Briefly discuss the phases involved in quality audit. (10)

(ii) Write a note on quality council. (6)

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