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Question Paper Code : 40333

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

First Semester

BA 7104 – TOTAL QUALITY MANAGEMENT

(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions.

PART – A (10 × 2 = 20 Marks)

1. What is a mission statement ?
2. Define quality cost.
3. State the significant contribution of Masaaki Imai to quality management.
4. What is signal to noise ratio ?
5. Distinguish between variables and attributes.
6. What is process capability ?
7. State the objectives of QFD.
8. A system has three components in series with individual reliabilities $R_1 = 0.95$, $R_2 = 0.90$, and $R_3 = 0.98$. What is the reliability of the system ?
9. State any four duties of quality councils.
10. What is the function of ISO 9000 family ?

PART – B (5 × 13 = 65 Marks)

11. (a) (i) Describe various dimensions of product and service quality. (8)
(ii) What is customer retention ? How will you achieve it ? (5)

OR

- (b) (i) Explain different elements of quality costs. (7)
(ii) Explain the factors on which customers perceive quality. (6)

12. (a) List and explain Deming's 14 principles. (13)

OR

- (b) (i) Explain the three components of Juran Trilogy with its diagram. (7)
(ii) Describe 5 S principle. (6)

13. (a) (i) State the purposes of 'p-chart'. Inspection was carried out on 15 samples with sample size 25. Two samples had no defects, four samples had each one defect five samples had each two defects, and remaining four samples had each three defects. Determine the limits and centre line of p-chart. (8)
(ii) What is the use of process capability indices ? Give any two process capability indices. (5)

OR

- (b) (i) Explain different types of maintenance. (5)
(ii) Briefly describe the objectives and benefits of total productive maintenance. Also explain the stages of TPM. (8)

14. (a) Describe the objectives, benefits and different phases of QFD. (13)

OR

- (b) Write short notes on :
(i) Histogram (4)
(ii) Scatter diagram (4)
(iii) Pareto diagram (5)

15. (a) (i) Explain the objectives and current status of ISO 9004:2000. (5)
(ii) Describe the principles of TQM and barriers to TQM implementation. (8)

OR

- (b) (i) Describe the necessity, required documents and benefits of documentation of quality system. (8)
(ii) What is meant by employee involvement ? Explain its benefits. (5)

PART – C (1 × 15 = 15 Marks)

16. (a) A coffee shop owner gets sudden increase in complaints about poor quality. Apply cause and effect diagram to this situation. (15)

OR

- (b) Develop house of quality for designing a mobile phone. (15)
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