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Question Paper Code : 80333

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 'Total Quality Management' ?
2. List out the importance of Customer Retention.
3. What do you mean by signal to noise ratio ?
4. What is 5s Concept ?
5. What are Control Charts ?
6. What is reliability ?
7. What is benchmarking ?
8. What do you mean by Failure Mode Effect Analysis ?
9. What is quality council ?
10. What is meant by quality audit ?

PART – B (5 × 16 = 80 Marks)

11. (a) Outline the dimensions of product and service quality.

OR

- (b) Explain the various costs associated with quality.

12. (a) Discuss the contributions of Deming to TQM.

OR

- (b) Explain the 8D methodology in detail.

13. (a) Discuss the principle to construct control charts for variables and attributes.

OR

- (b) Describe the Process of re-engineering. What are its benefits and limitations ?

14. (a) Explain the process of Quality Function Development.

OR

- (b) What is benchmarking ? What are its merits and demerits ?

15. (a) Discuss the significance of ISO 9004 : 2000.

OR

- (b) What are the benefits of TQM framework ? List out the obstacles of TQM.