

Reg. No. :

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**K 4513**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

Second Semester

BA 1656 — QUALITY MANAGEMENT

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is a quality policy? — 1
2. What are appraisal costs? — 1
3. List the Japanese 5S of quality. — 2
4. What is the contribution of Masaaki Imai to TQM? — 2
5. Define Reliability. — 3
6. What is Terotechnology? — 3
7. What is Loss Function in Taguchi? — 2
8. What is POKA-YOKE? — 4
9. Highlight the importance of empowerment in TQM. — 5
10. List the quality issues related to electronic mails. — 5

PART B — (5 × 16 = 80 marks)

11. (a) Elaborate on : - 1
- (i) Dimensions of product quality. (8)
- (ii) Dimensions of service quality. (8)

Or

- (b) (i) Elaborate on the steps in establishing a cost of quality reporting system. - 1 (8)
- (ii) Using examples, define and distinguish between vision and mission statements. - 1 (8)

12. (a) Elaborate on Deming's 14 principles. Compare it with Juran. - 2 (16)

Or

- (b) (i) Explain Crosby's 14 points for quality? - 2 (8)
- (ii) Elaborate on 8D methodology to achieve quality. - 2 (8)

13. (a) Construct a number of defects chart for the given data with uniform sample size.

Sub Group :      1      2      3      4      5      6      7      8

No. of defects :   2      3      0      1      3      5      3      1

Sub Group :      9      10      11      12      13      14      15      16 - 3

No. of defects :   2      2      0      1      0      2      4      1

Sub Group :      17      18      19      20      21      22      23      24

No. of defects :   2      0      3      2      1      4      0      0

Or

- (b) Explain the principles of business process re-engineering and process capability. - 3

14. (a) Explain the six basic steps in building the House of Quality (HOQ). Develop a HOQ for translating the needs of mobile phone users to design parameters. — 4

Or

- (b) Elaborate on the seven new management tools using examples. — 4

15. (a) Elaborate on the steps on ISO Registration Process, the need for QMS and Quality Audit. — 5

Or

- (b) (i) Explain the steps involved in creating TQM culture. — 5 (8)

- (ii) Enumerate on the information quality issues. — 5 (8)

