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Question Paper Code : 80203

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2013.

First Semester

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

(Regulation 2009/2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What do you understand by Mission and Vision statements?
2. List any two obstacles for the implementation of TQM.
3. What is quality circle?
4. What is robust design?
5. Name any two control charts for variables and two for attributes.
6. What is process capability ratio?
7. What is severity of failure?
8. List two benefits of QED.
9. What is two-party audit system?
10. What are the measures of software quality?

PART B — (5 × 16 = 80 marks)

11. (a) (i) With a suitable sketch briefly describe the TQM framework. (8)
(ii) Discuss the various dimensions of quality. (8)
- Or
- (b) (i) List and briefly explain the measures by which customers perceive the quality of products. (8)
(ii) With a sketch describe the Kano model of customer requirements. (8)

12. (a) (i) Discuss the basic elements of 5-s practices. (10)
(ii) Describe the Juran's trilogy for continuous process improvement. (6)

Or

- (b) (i) State and briefly discuss the 14 points suggested by Deming. (8)
(ii) With examples explain the various Taguchi's loss functions giving the S/N ratios. (8)
13. (a) (i) Discuss the activities covered by the eight pillars of TPM. (10)
(ii) Determine the mean, median, mode, range and standard deviation for the diameter of eight shafts. The data are : 1.83, 1.91, 1.78, 1.80, 1.83, 1.85 and 1.87. (6)

Or

- (b) (i) Briefly describe the features of Business Process Re-engineering. (6)
(ii) Describe the DMAIC model of six sigma process. (10)
14. (a) (i) With a typical house of quality explain the working of QFD process. (10)
(ii) Write an account on POKA-YOKE. (6)

Or

- (b) (i) With an example and a chart describe the FMEA procedure. (10)
(ii) Briefly discuss the process of Benchmarking. (6)
15. (a) (i) Discuss the benefit of ISO 9000 certification. (4)
(ii) Describe the phases of operations for obtaining the of ISO 9000 certification. (12)

Or

- (b) (i) Describe the various elements of documentation structure of QMS. (10)
(ii) Briefly discuss the constitution and activities of quality council. (6)