



BA 9203 — TOTAL QUALITY MANAGEMENT
(Regulation 2009)

Time: Three hours Maximum: 100 Marks

Answer ALL Questions

PART A — (10 × 2 = 20 Marks)

1. What is quality policy? -1
2. What is quality control? -1
3. Define quality circle. -2
4. List the phases of implementation of Taguchi methods. -2
5. List the control charts for attributes. -3
6. Define zero-technology. -4
7. How is the voice of the customer heard? -4
8. List the phases of bench marking. -4
9. Define quality culture. -5
10. Define employee empowerment. -5

PART B — (5 × 16 = 80 Marks)

11. (a) Explain the factors that influence end-user perceptions.

(Marks 16) *General question*

Or

- (b) Explain the costs of quality. (Marks 16) -1

12. (a) Explain Juran's quality trilogy process in detail. - 2

Or

(b) Elaborate on the following :

- (i) Masaaki Imai's contribution. (Marks 8)
 - (ii) Taguchi's loss function. (Marks 8)
- } - 2

13. (a) Using a neat flow diagram, explain the process of selecting the appropriate control chart. (Marks 16) - 3

Or

(b) Elaborate on the principles of re-engineering using appropriate examples. (Marks 16) - 3

14. (a) Explain the seven new management tools. (Marks 16) - 4

Or

(b) prepare the format of an FMEA table and explain the components with an example of your choice. (Marks 16) - 4

15. (a) Explain the types of quality audits. (Marks 16) - 5

Or

(b) List the elements of ISO 9000 series requirements.

(Marks 16) - 5