

Reg. No. :

Question Paper Code : 10268

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2019.

First Semester

BA 5107 — TOTAL QUALITY MANAGEMENT

(Regulation 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define quality.
2. What is customer retention?
3. Give the basic concept of quality circle.
4. What is loss function in quality Management?
5. What is Terotechnology?
6. What is business process reengineering?
7. What is Bench Marking?
8. Expand FEMA.
9. What is Quality Audit?
10. Explain ISO.

PART B — (5 × 13 = 65 marks)

11. (a) Discuss in detail the dimensions of quality and its relevance in productivity efficiency.

Or

- (b) Explain the concept of cost of quality in detail.

12. (a) Explain the concept of Quality circle in detail.

Or

(b) Explain on Juran's ten steps to quality improvement.

13. (a) Explain the benefits and limitations of Reengineering process.

Or

(b) Describe the principles and applications of Business process improvement.

14. (a) Explain QFD and its process in detail.

Or

(b) Discuss with an example the stages in building the house of quality.

15. (a) (i) What are the benefits of ISO 2000 certification? (5)

(ii) What is ISO 9004? State its significant. (8)

Or

(b) Explain the benefits and awareness of TQM framework.

PART C — (1 × 15 = 15 marks)

16. (a) Discuss in detail about the Japanese 5S principles and 8D methodology.

Or

(b) Explain the application of FEMA in Snack Industry.