

MBA (INTEGRATED)
(SEM V) THEORY EXAMINATION 2022-23
TOTAL QUALITY MANAGEMENT

Time: 3 Hours

Total Marks: 100

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

- (a) Define brand image.
- (b) Explain service quality.
- (c) Discuss Drive out fear.
- (d) What is attribute data?
- (e) Write down the use of X bar.
- (f) Enlist the goals of Total productive maintenance.
- (g) Define Voice of Customer.
- (h) Explain tree diagram.
- (i) What is the role of check-sheets?
- (j) Explain synergy.

SECTION B

2. Attempt any three of the following:

3x10=30

- (a) Discuss Customer Perception of Quality. What are the factors affecting consumer's purchasing behavior?
- (b) Describe Deming chain reaction (seven deadly diseases of management).
- (c) What are the rules for construction of control charts for variables?
- (d) Explain the Failure mode and effect analysis.
- (e) How do you manage poor performance in the workplace? Discuss

SECTION C

3. Attempt any one part of the following:

10x1=10

- (a) Discuss the dimensions of service quality with regard to automobile industry.
- (b) How Juran's Quality Trilogy is helpful in continuous improvement? Explain.

4. Attempt any one part of the following:

10x1=10

- (a) Describe about control charts. When should control charts be used?
- (b) Explain all factors for the identification of specific failures. How do you identify failure analysis?

5. Attempt any one part of the following:

10x1=10

- (a) Discuss internal audit. Why it is called first party audit? explain
- (b) How do you find the cost of quality? What factors can increase the cost of quality?

6. Attempt any one part of the following

10x1=10

- (a) Discuss in detail the contribution of Crosby.
- (b) Explain the steps involved in the application of six sigma.

7. Attempt any one part of the following:

10x1=10

- (a) Describe all six sections of a basic house of quality matrix.
- (b) Define Total quality management culture. What are the main elements which fosters TQM Culture?