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Total No. of Pages : 02

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.-3)
TOTAL QUALITY MANAGEMENT
Subject Code : MBA-942
Paper ID : [C1177]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

1. Explain the objectives and benefits of TQM.
2. Discuss the barriers to team work.
3. What are self-managing teams? What are its uses?
4. Explain what is meant by Quality empowerment to employees.
5. Discuss and differentiate between histogram and scatter diagram.
6. What are the benefits of Quality Assurance system?

SECTION-B

UNIT-I

7. Discuss the seven tools of TQM.
8. Write notes on :
 - a) Force field analysis
 - b) Brainstorming

UNIT-II

9. Explain the concept of internal and external customers. What is their role and importance in Quality management?
10. What is meant by continuous improvement process and what are its benefits? Also explain the control & improvement process and its role in TQM.

UNIT-III

11. Discuss and differentiate between Statistical Quality Control and Statistical Process Control. Also discuss their respective roles in TQM.
12. Write notes on :
 - a) Quality circles
 - b) Change management

UNIT-IV

13. Write notes on :
 - a) ISO 9001 : 2000 series standards
 - b) Supplier Quality Assurance system
14. Discuss the various costs of quality. Further explain the benefits of costs of quality control.

SECTION-C

15. Genichi Taguchi, a Japanese engineer, realized the importance of costs associated with poor quality and its impact on corporate profitability. His principle states that for each deviation there is an incremental economic loss of geometric proportions. Our traditional view has been that there is no negative effect as long as the components are within their engineering specifications. Taguchi methods of quality control involve on-line and off-line methods. On line methods include the use of statistical process control charts amongst others so that the aspects of reducing deviations about the target value are taken care of as far as the process or manufacturing is concerned. The off-line methods involve market research, product design, product development, process development and others.

The tolerances, the key processes and the overall systems need to be so designed that the variations in the end product are minimized. For Taguchi, the variations from the target values are very important and these variations need to be reduced as much as possible. While it is necessary to be accurate, it is more important to be 'precise while being inaccurate', than to be 'accurate but imprecise'.

Questions :

- 1) How and why do poor costs impact corporate profitability in the long run?
- 2) What are the differences between on-line and off-line methods, as far as applicability is concerned?
- 3) Why is it "more important to be 'precise while being inaccurate', than to be 'accurate but imprecise'?"