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Total No. of Questions: 15

Total No. of Pages: 02

MBA (Sem.3)
TOTAL QUALITY MANAGEMENT
Subject Code: MBA-942
Paper ID: C1177

Time: 03 Hrs.

Max. Marks: 60

INSTRUCTION TO CANDIDATES:

1. Attempt any FOUR questions from section A. Each question carries FIVE marks.
2. There are FOUR subsections. Attempt any ONE question from each subsection. Each question carries EIGHT marks
3. Section C is COMPULSORY carries EIGHT marks.

SECTION A

1. What is total quality management? Discuss the contribution of Deming to total quality management.
2. Write a note on QFD.
3. Explain the characteristics of successful and unsuccessful teams.
4. What is SQC? Explain the process of SQC.
5. What is cost of quality? Explain the categories of quality cost.
6. What is six sigma? Explain.

SECTION B
Subsection I

7. What are the objectives of using total quality management? Explain Pareto analysis.
8. Briefly explain the principles of TQM.

Subsection II

9. Explain continuous improvement processes. What is their role in TQM?
10. Why is teamwork important for TQM? Explain the barriers to teamwork.

Subsection III

11. How can quality be achieved in marketing? Explain.
12. Write a note on statistical quality control.

Subsection IV

13. Is employee involvement necessary for TQM? How? How can employees be empowered?
14. Write short notes on
 - i. TQM implementation
 - ii. Elements of ISO 9000

SECTION C

15. Founded in 2008, TEU is a privately-owned, multi-specialty university. TEU is surrounded by all affluent urban/suburban communities with an educative population composed largely of employees of the Indian government and multinational engineering firms. TEU, with 900 employees, provides a range of educational degrees and diplomas, including MBA, B.E., BOS, MOS, BSA, polytechnic diplomas, B.Arch., MBBS, MD, MS, etc. In January 2009, the university began a series of advertisements highlighting its qualified and experienced faculty, friendly support staff and overall philosophy that its employees are concerned to the work and the students .

Quality education is a goal to be judged from the education the students perceive. A tremendous amount of effort has been devoted to assess the quality output of studies. The problem, however, is that past efforts to measure university quality have largely ignored the perceptions of customers. Instead of formerly considering customers judgments of quality, the education industry has focused on internal quality assessments that ignored the voice of customers. TEU's philosophy is to ensure quality to measuring and improving the quality of studies from both the external, customer perspective and the internal, provider perspective along with simultaneous concern about costs and greater social accountability. There is an emerging demand by students that quality education be provided at its best value.

- a) Why is it important to get the customer's assessment of education quality?
- b) Does a student have the expertise to judge the studies, he or she receives?