

B.B.A. DEGREE EXAMINATION, APRIL 2019
III Year VI Semester
Total Quality Management

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define Total Quality?
2. What are the dimensions of quality?
3. What are the Benefits of TQM?
4. What is Leadership?
5. What is meant by customer retention?
6. Who are internal and external customers?
7. What is Benchmarking?
8. State the primary objectives of six sigma?
9. When do you use the scatter diagram?
10. Define Quality Planning?
11. What are the important requirements of ISO 9000?
12. List the tools used for feedback?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. List out the six basic concept of TQM.
14. What is needed for a leader to be effective?
15. Explain the common customer feedback collection tools?
16. What are the benefits of benchmarking?
17. List out the global benefits of adopting AS 9100 quality system?
18. What are the types of check sheets commonly used?
19. What are the objectives of quality control?

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Explain the steps involved in the implementation of Quality System?
21. Describe the barriers to TQM implementation.
22. Why bench marking is required in an organization? Illustrate the different types of benchmarking process?
23. Explain about the various processes used in ISO 14000 quality management system?

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