

B.B.A DEGREE EXAMINATION, APRIL 2020
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. Explain Quality.
2. What do u mean by quality cost.
3. What is meant by Strategic Planning.
4. Define Leadership
5. State any two benefits of TQM.
6. What do you mean by service quality.
7. Explain the objectives of performance measures.
8. What is meant by Benchmarking.
9. What are the various types of Control Charts used in an organisation.
10. State the key difference between internal customer and external customer.
11. What do you mean by Quality Management System.
12. What is meant by Scatter Diagram.

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

Answer any **FIVE** questions

13. Explain Pareto analysis.
14. Select a product or service and describe how the dimensions of quality influence its acceptance.
15. Briefly explain the barriers in implementing TQM.
16. How does employee satisfaction relate to customer satisfaction.
17. Explain in detail the process of Benchmarking.
18. Discuss Taguchi's Quality Loss function.
19. List five benefits that could be realised by implementing an ISO 9000 quality system.

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

Answer any **TWO** questions

20. Explain the various strategies followed by Six Sigma.
21. Discuss the factors that influence customer perception of quality.
22. What is meant by Quality Function Deployment. Describe its benefits.
23. Explain in brief any five tools of Quality Control.

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