

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)
(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC) Chromepet,
Chennai — 600 044.

M.A. END SEMESTER EXAMINATION APRIL/NOV - 2021
SEMESTER - III
20PHRCT3012 - Total Quality Management

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the determinants of quality.
2. Illustrate on the tools and techniques of TQM.
3. Describe the characteristics and functions of Quality Function Deployment.
4. Interpret on the seven habits of highly effective people.
5. Explain the key players in the six sigma approach.
6. Describe the steps involved in PDCA.
7. Explain the objectives of ISO 9000.
8. Explain quality circle and its potential benefits.

Section C

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Assess on the seven basic quality control tools.
10. Explain the core values and concepts in quality leadership.
11. Illustrate on the 5S concept.
12. Differentiate between Kaizen and Innovation.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Infer the primary planning tool used in QFD and explain the same in detail.