

**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 EXAMINATIONS APRIL - 2022

SEMESTER - III

17PHRCT3A12 - Total Quality Management

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. Explain the dimensions of service quality.
2. Illustrate the components of Japanese 5S principle.
3. Explain the components of Juran trilogy.
4. Draw the general structure of 'House of Quality'.
5. Define Quality Circles and explain its features.
6. Explain the benefits of Re-engineering.
7. State the significance of internal quality audit.
8. Discuss about Value Engineering.

Section B

Part A

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

9. Explain Deming's PDCA cycle with appropriate diagram.
10. Write down the dimensions of service quality. Explain with an example.
11. Explain the Principles of Six Sigma in detail.
12. Discuss the elements of quality system ISO 9004:2000.

Part B

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

13. Discuss the fourteen points of Deming's philosophy.
