

**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.**

BBA. END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - VI

18UBACT6015 - Total Quality Management

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. Define Quality and classify dimensions of quality.
2. Compare appraisal and failure costs.
3. Classify the four parts of Deming principles.
4. Outline various barriers for implementation of TQM.
5. What are the reasons for benchmarking?
6. Discuss the benefits of Quality Function Deployment.
7. Elaborate the need for ISO 14000 Certification.
8. Anaylze the need for documentation in ISO 9000.

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Discuss the various components of cost of quality and their interrelationship among them in minimizing total cost of quality.
10. How would you classify the dimensions of Quality and its relevance in Productivity Efficiency?
11. Summarize the concept of customer satisfaction, customer retention and customer perception of quality.
12. Describe in detail about the seven tools of Quality Management.
13. Examine the need for QMS and steps to implementation of Quality System.
