

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.

B.B.A. END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - VI

20UBACT6015 - Total Quality Management

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Illustrate the various dimensions of quality with examples.
2. Describe the elements of quality planning.
3. Enumerate the members of quality council and discuss the duties of the council.
4. Explain the challenges in implementing TQM.
5. Describe the various strategies and creative ways to collect feedback.
6. Explain the various strategies used in to performance measurement systems.
7. Describe the steps in benchmarking process with examples.
8. Diagnose the requirements of AS 9100.

Section C

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

9. Justify the various quality costs in detail.
10. Interpret the six concepts of TQM and describe each concept.
11. Explain the factors that contribute to the customer's perception on quality.
12. Classify the seven basic quality control tools and techniques.
13. Appraise the documents required for ISO registration in India.
