

--	--	--	--	--	--	--	--	--	--



GIET UNIVERSITY, GUNUPUR – 765022
M. B. A (Third Semester) Examinations, February – 2023
21MBAOM23002 - Total Quality Management

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Bloom s Level
a. What are the fundamental factors that affect quality?	CO1	K1
b. What are the key reasons for the transition of traditional to TQM approach?	CO1	K2
c. What are the dimensions of quality?	CO1	K1
d. What are the three components of Juran trilogy?	CO1	K2
e. What are the steps to be followed for calculation of cost of Quality?	CO2	K3
f. Define strategy and strategic quality management.	CO2	K1
g. Define Six Sigma.	CO2	K1
h. Write the importance of ISO certification.	CO3	K2
i. Give a brief description on Quality Audit?	CO3	K2
j. What is the difference between process control and product control?	CO3	K4

PART – B**(8 x 5 = 40 Marks)**Answer **ALL** questions

	Marks	CO #	Blooms Level
2. a. Explain the Deming's philosophy for total quality management.	8	CO1	K2
(OR)			
b. What are the benefits of TQM? Explain in detail.	8	CO1	K2
3.a. What is fishbone diagram? What purpose does it serve?	8	CO1	K1
(OR)			
b. Explain about TAGUCHI'S quality loss function.	8	CO1	K2
4.a. Explain the seven steps plan to establish the TPM in an organization.	8	CO2	K2
(OR)			
b. Define quality cost? What is considered optimum quality cost?	8	CO2	K1
5.a. Discuss the various types of quality costs.	8	CO2	K2
(OR)			
b. Draw a cause effect diagram for painting defects in your house.	8	CO3	K4
6.a. What is acceptance sampling? What are its advantages and disadvantages?	8	CO3	K2
(OR)			
b. Explain the benefits of ISO certification.	8	CO3	K2

--- End of Paper ---