

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



GIET UNIVERSITY, GUNUPUR - 765022
M. B. A (Third Semester) Regular Examinations, January - 2024
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 #	Blooms Level
a. Define quality as per Philip Crosby opinion.	CO1	K1
b. List down the contribution of Juran's.	CO1	K2
c. Define 'Taguchi quality loss' function.	CO1	K1
d. What is Kaizen philosophy?	CO2	K1
e. List out the benefits of total productive maintenance.	CO2	K2
f. What is quality statement?	CO2	K1
g. Classify the control chart.	CO3	K3
h. Name any two generic ISO standards. Why it is called generic standards?	CO3	K2
i. Write down the different types of quality audit.	CO3	K2
j. Illustrate the use of stratification chart in TQM.	CO3	K2

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

	Marks	CO #	Blooms Level
2. a. Discuss the contribution of Shigeo Shingo on quality total quality control.	8	CO1	K2
(OR)			
b. How does Poka-yoke work for mistake proofing? Explain.	8	CO1	K3
3.a. Discuss the need, objectives and implementations of Six Sigma.	8	CO1	K1
(OR)			
b. Distinguish the implementation of TQM in manufacturing service organization.	8	CO1	K2
4.a. Write short notes on (i) customer perception of quality and (ii) Customer complaints.	8	CO2	K2
(OR)			
b. What are different quality costs? How do you measure?	8	CO2	K3
5.a. Explain the steps involved in QFD.	8	CO2	K2
(OR)			

- | | | | |
|---|---|-----|----|
| b. What are the advantages of ISO 9000 standards to buyer and seller? | 8 | CO3 | K1 |
| 6.a. Distinguish between the variable charts and attribute charts. | 8 | CO3 | K3 |

(OR)

- | | | | |
|--|---|-----|----|
| b. Define PARETO diagram. Explain how to construct it. | 8 | CO3 | K3 |
|--|---|-----|----|

--- End of Paper ---