

Roll No.

56072

MBA (2nd Year) 4th Semester (New Scheme)
Examination – May, 2013

TOTAL QUALITY MANAGEMENT

Paper : MBA-403

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt *five* questions in all. **Section A** comprising short answer type questions, is *compulsory*. Attempt *one* question from each Unit of **Section B**. All questions carry equal marks.

SECTION – A

1. Answer the following in 50 words each :
 - (a) Explain the term Total Quality Management.

56072-2200-(P-3)(Q-9)(13)

P. T. O.

- (b) What is customer delight ?
- (c) What is employee's involvement ?
- (d) What is supplier partnership ?
- (e) What is preventive cost ?
- (f) What is voice of customers ?
- (g) Explain the intent of FMEA.
- (h) What is Quality circles ?

SECTION – B

UNIT – I

- 2. Total Quality Management is a mind set required for achieving all the principles of total quality. Do you agree ? Explain.
- 3. 'Customer feedback and customer complaints should be taken as opportunity.' Comment.

UNIT – II

- 4. Explain the importance and relevance of team in employee involvement.

5. Explain the Deming's principles and his contribution in quality movement.

UNIT – III

6. What are 'Quality Costs' ? How the elements are analysed for reduction quality costs ?
7. Discuss the various tools for data analysis which helps an organization to maintain quality product/services.

UNIT – IV

8. Explain the Six-sigma concepts. Do you agree to the view that it is easy to achieve the objective of Six-sigma ?
9. Write notes on the following :
- (a) Taguchi's loss function
 - (b) MBNQ Awards.