

Code No. 12755

FACULTY OF MANAGEMENT

BBA V – Semester (CBCS) Examination, November / December 2019

Subject: Basic Quality Management

Paper Code – BB – 502

Generic Elective – I

Time: 1½ Hour

Max. Marks: 40

Note: Answer all the questions.

PART – A (2x5 = 10 Marks)

[Short Answer Type]

Note: Answer the following questions.

- 1 Define TQM and distinguish between conventional quality Management and Total Quality Management.
- 2 Express Regression analysis and control charts.

PART – B (2x15 = 30 Marks)

[Essay Answer Type]

Note: Answer all the questions.

- 3 a) Explain Juran's "Quality Trilogy", and explain the various steps involved in Juran's universal break through.
OR
b) Define the term quality of design, and explain Taguchi's "Quality loss Function" with an illustration for estimating the same.
- 4 a) Discuss three primary applications of Control Charts, and explain the six steps process used for implementing statistical process control.
OR
b) Explain cause and effect diagrams, how can they be used to access and improve quality.