

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VII (NEW) EXAMINATION – WINTER 2018****Subject Code: 2172507****Date: 19/11/2018****Subject Name: Quality Engineering & Management****Time: 10:30 AM TO 01:00 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

		MARKS
Q.1	(a) Designate various stages of quality culture.	03
	(b) Explain the process of Benchmarking.	04
	(c) Evaluate various dimensions of Quality in brief.	07
Q.2	(a) Enlist various benefits of ISO 9000 certification.	03
	(b) What is flowcharting? Construct a flowchart showing the process of payment to a customer in a bank.	04
	(c) Deliberate the role of ISO 14000 in endorsing decent environmental management practices.	07
	OR	
	(c) Describe operational analysis with its components.	07
Q.3	(a) State different benefits of maintenance management.	03
	(b) Construct PDCA cycle and describe each step.	04
	(c) Scrutinize Crosby's Fourteen steps for quality management.	07
	OR	
Q.3	(a) Categorize maintenance and describe each.	03
	(b) Describe Quality Circle in detail.	04
	(c) What is Gebma Kaizen? Describe the 5-gemba principles of Gemba management.	07
Q.4	(a) Which are the different costs of quality?	03
	(b) Differentiate prevention costs and appraisal costs.	04
	(c) Investigate different cost of quality models.	07
	OR	
Q.4	(a) Classify the quality ratings in the hotel industry.	03
	(b) Distinguish internal failure costs & external failure costs.	04
	(c) Explicate the Gap Model for measuring service quality.	07
Q.5	(a) Separate variables & attributes.	03
	(b) Discriminate patent & copyright.	04
	(c) How the house of quality is built? Explain each step in detail.	07
	OR	
Q.5	(a) Write short-note on Trade-marks.	03
	(b) Differentiate Producer's and Consumer's risks.	04
	(c) How the OC curve is helpful in the selection of sampling plans?	07
