

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BE – SEMESTER VI (OLD) EXAMINATION – WINTER 2017****Subject Code: 160206****Date: 13-11-2017****Subject Name: Total Quality Management****Time: 02:30 pm to 05:00 pm****Total Marks: 70****Instructions:**

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

- Q.1** (a) Discuss about Internal and External Customer briefly. **07**  
(b) Define Quality. Explain Evolution of TQM. **07**
- Q.2** (a) To inculcate TQM culture which factors should be ensured by Management? **07**  
(b) Explain 14 point philosophy from Deming for Total Quality Management. **07**
- OR**
- (b) Discuss SWOT analysis. **07**
- Q.3** (a) Describe Quality Function Deployment (QFD) and state its benefits. **07**  
(b) Explain Customer Satisfaction Model with reference to TQM. **07**
- OR**
- Q.3** (a) Explain Quality Circle Philosophy. **07**  
(b) Explain quality auditing with its benefits. Enlist quality certifying agencies. **07**
- Q.4** (a) Explain 5S as a work place management tool. **07**  
(b) Enlist 7 QC tools and discuss about any three. **07**
- OR**
- Q.4** (a) Explain FMEA. **07**  
(b) Explain TPM with its 8 Pillars. **07**
- Q.5** (a) Discuss PDCA as a continuous improvement strategy. **07**  
(b) Enlist drivers of Quality and Explain it. **07**
- OR**
- Q.5** (a) Define Reliability and discuss about Failure Rate Analysis. **07**  
(b) What is cost of quality? Classify it, and Explain any two. **07**

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