

Total No. of Pages : 02

Total No. of Questions : 09

B.Tech Ind. Engg. & Mgt. (Spl. In TQM)PT (Sem.-7)

MANAGEMENT PRACTICES FOR BUSINESS EXCELLENCE

Subject Code : IEM-702

M.Code : 71696

Time : 3 Hrs.

Max. Marks : 40

INSTRUCTIONS TO CANDIDATES :

1. Attempt All EIGHT Questions from SECTION-A carrying TWO marks each.
2. Attempt any SIX questions out of EIGHT from SECTION-B carrying FOUR marks each.

SECTION-A

1) Answer briefly :

- a) What steps management can take to tap significant customer feedback to achieve business excellence?
- b) Discuss elements of strategic planning to realize business excellence.
- c) Describe the steps taken by organizations to create and maintain quality awareness at workplace.
- d) Explain the criteria for selecting team members for a particular project.
- e) Define Quality Circles. How do quality circles work effectively to achieve organizational objectives?
- f) How does balanced score card approach effectively address the customer perspective, the business focus perspective?
- g) Explain the need for conducting a benchmarking study in an organization.
- h) Explain Malcom Baldrige National Quality award, its origin, procedure and applications.

SECTION-B

- 2) How does organization bank upon creating an effective organizational structure to achieve business excellence for sustained development?
- 3) Define Quality Goals and policy. How do organizations develop, execute and monitor quality policy implementation?
- 4) What mistakes organizations often make that lead to demotivation of employees at workplace? Discuss the steps taken by organizations to promote employee involvement at workplace.
- 5) How do organizations promote self managing teams approach at the workplace? How do these teams work and what are their contributions to achieve business excellence?
- 6) Differentiate between the experiences of quality circles in Japan and India.
- 7) How do organizations establish performance measures for measuring business success?
- 8) Discuss the procedure adopted by organizations to conduct benchmarking study? Also discuss the pitfalls and criticisms of benchmarking.
- 9) Explain Deming's 14 points for quality management.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.