

R17**Code No: 742AF****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, June/July-2018****TOTAL QUALITY MANAGEMENT****Time: 3 hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) What are different quality dimensions? [5]
- b) What is the importance of supplier-buyer partnership? [5]
- c) What do you understand by house of quality? [5]
- d) What is failure rate? What is its relevance to quality? [5]
- e) Explain briefly orthogonal design. [5]

PART - B**5 ×10 Marks = 50**

- 2.a) What is Total Quality Management (TQM)? How does it represent a challenge to the earlier management practices?
- b) Critically evaluate the contributions made by the quality Gurus-Ishikawa, Crosby, Conway and Taguchi. [5+5]

OR

- 3.a) How customer value is measured? How do you measure and evaluate customer satisfaction and dissatisfaction? Explain.
- b) What is Cost of quality? What are Determinants of quality? Discuss about Quality Audit. [5+5]

- 4.a) How would you assess quality of different suppliers? Write detailed note on supplier selection process?
- b) What is benchmarking? What is the benchmarking process? [5+5]

OR

- 5.a) Discuss: Kaizen, Supplier Partnership, and current Performance.
- b) What is PDCA Cycle? Discuss. [5+5]

- 6.a) Write a note on quality management system. What are its benefits?
- b) Discuss the steps involved in designing customer-satisfaction surveys? [5+5]

OR

- 7.a) What is QFD? List and discuss the steps involved in QFD process
- b) Discuss the approach for Six-Sigma practice. List out five areas of a manufacturing company that can gain from Six-Sigma Practice. [5+5]

- 8.a) What is FEMA? What is its process?
b) What is total Productive Maintenance? Explain. [5+5]
OR
- 9.a) What is Quality by design? What are its benefits?
b) What are Autonomous Work groups? Explain. [5+5]
- 10.a) Write a note on forced field analysis?
b) Write a note on: Histogram, process capability and Hypothesis. [5+5]
OR
- 11.a) What is Quality Control? How is quality assessed through control charts?
b) How do you manage quality in a service Industry? [5+5]

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