Code No: 742AF

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, December - 2019
TOTAL QUALITY MANAGEMENT

Time: 3hours   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. Write a short note on the following:
    a) Characteristics of Quality Leaders   [5]
    b) PDCA Cycle   [5]
    c) Internal Audits   [5]
    d) Autonomous work groups   [5]
    e) Histogram   [5]

PART - B   5 × 10 Marks = 50

2.a) Describe the importance of Total Quality Management and explain the benefits of TQM.
  b)   Explain the significance of Quality Circles.   [5+5]

OR

3.a) What is Customer Retention? And explain the importance of Employee involvement in TQM.
  b)   Explain the salient features of employee survey and the concept of 'gain sharing'. [5+5]

4.a) Explain the salient features of Juran trilogy.
  b)   Describe the importance of Supplier Selection and Supplier Rating.   [5+5]

OR

5.a) What is Kaizen? And explain the importance of reengineering.
  b)   Explain the pitfalls and criticism of Bench Marking.   [5+5]

6.a) Describe the information technology and computers influence in Quality improvement.
  b)   What is Environment Management System? And explain its benefits.   [5+5]

OR

7.a) What is ISO system? And explain the salient features of ISO 9000 series and its standards.
  b)   Explain importance of Six Sigma.   [5+5]

8.a) Explain the salient features of Communication Model.
  b) Describe the process of FMEA documentation.   [5+5]

OR

9.a) What is Total Productive Maintenance? And explain its salient features.
  b) Explain the Philosophy and training needs of Total Quality Management.   [5+5]

10.a) Explain the importance of 'tree diagram'.
   b) Describe the significance of process decision program chart.   [5+5]

OR

11.a) Explain the salient features of Experimental Design and Orthogonal Design.
   b) What are the steps that are taking place in India to improve Quality Management? [5+5]

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