

R17**Code No: 742AF****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]

--ooOoo--

www.FirstRanker.com