

Code No. 2015

FACULTY OF MANAGEMENT
M.B.A. III - Semester Examination, December 2014**Subject: Total Quality Management**
Course No. 3.1**Time : 3 Hours****Max. Marks: 80****Note: Answer all the questions.**
Part – A (10 x 2 = 20 Marks)

- 1 Write short notes:
- What are the dimensions of product quality?
 - Define the terms 'reliability', 'maintainability', and 'availability'.
 - What are quality circles?
 - Explain the 'Five why's'.
 - What is bench marking?
 - What is statistical experimentation?
 - What are the benefits of Six-Sigma?
 - What is process mapping?
 - What are the uses of quality indices?
 - Explain the components of Service System Quality.

Part – B (5 x 12 = 60 Marks)

- 2 (a) Define the term 'quality' and discuss its determinants.
- OR**
- (b) 'Quality is a new competitive weapon'. Explain the statement with suitable examples.
- 3 (a) The following table gives the aptitude test scores and productivity indices of 10 workers selected at random:

Aptitude	65	72	70	62	55	73	80	82	78	80
Productivity Index	68	82	75	45	68	88	72	66	65	72

Find two regression equations and estimate the productivity index of a worker whose test score is 95.

OR

- (b) What is JIT in services? Explain how it is implemented in services.
- 4 (a) Explain the basic principles of Quality Function Deployment (QFD). What are its benefits?

OR

- (b) Explain the salient features of Kanban and Activity Based Costing.
- 5 (a) State and explain the DMAIC model.
- OR**
- (b) Discuss the frame-work of Six-Sigma Programme.
- 6 (a) Explain the frame-work for improving the service quality in Mutual Funds.

OR

- (b) What are five stars of service quality? Explain their salient features.
