

**Total No. of Pages :02**

**Total No. of Questions : 09**

**M.Sc.(SIM) (Sem.-1)**

# TOTAL QUALITY MANAGEMENT IN SERVICE INDUSTRY

**Subject Code : PGS-109**

**Paper ID : [F0405]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

## SECTION-A

1. **Write briefly :**
  - a. Quality planning
  - b. Quality focus
  - c. Customer satisfaction
  - d. Customer expectation
  - e. quality circle
  - f. Capability Maturity Model Integration
  - g. Statistical quality control
  - h. Quality Registration
  - i. Un-biased data
  - j. benchmarking

### SECTION-B

2. Explain the role of quality management in service industry.
3. Distinguish between traditional and modern quality management.
4. Write a note on Quality Audit.
5. Reason why quality management must use quality assurance and control of processes.
6. Explain the types of quality control tools.

### SECTION-C

7. Write a note on ISO standards applicable in different types of industries, based on the type of activity or process : designing, production or service delivery.
8. Explain the SERVQUAL Model in service marketing.
9. What are major thrust areas of quality management programs? Elaborate.