Roll No. | | | | | | | | | | | | |

Total No. of Pages : 02

Total No. of Questions : 15

M.B.A. (2014 to 2017) (Sem.–3)

TOTAL QUALITY MANAGEMENT

Subject Code : MBA-942

Paper ID : [C1177]

Time : 3 Hrs. Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
2. **SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

Q1) Explain the need and significance of TQM.

Q2) Discuss the utility of J.I.T.

Q3) What are Quality Control circles? What are its uses?

Q4) Explain what is meant by Quality empowerment to employees?

Q5) Discuss and differentiate between line graph and run chart.

Q6) What are the benefits of Quality Assurance system?

SECTION-B

UNIT-I

Q7) Discuss the seven tools of TQM.

Q8) Explain the different methods to assist the progress of TQM.

UNIT-II

Q9) Explain the concept of internal and external customers. What is their role and importance in Quality management?

Q10) What is meant by team work for quality? Discuss various types of teams and their specific tasks involved.

UNIT-III

Q11) Discuss and differentiate between Statistical Quality Control and Statistical Process Control. Also discuss their respective roles in TQM.

Q12) Write notes on :

a) Quality leadership

b) Self managing teams

UNIT-IV

Q13) Explain what is meant by 'Total Employee Involvement' in TQM. How do recognition and rewards help in promoting TQM in a company?

Q14) Discuss the various costs of quality. Further explain the benefits of costs of quality control.

SECTION-C

Q15) Case Study :

Genichi Taguchi, a Japanese engineer, realized the importance of costs associated with poor quality and its impact on corporate profitability. His principle states that for each deviation there is an incremental economic loss of geometric proportions. Our traditional view has been that there is no negative effect as long as the components are within their engineering specifications. Taguchi methods of quality control involve on-line and off-line methods. On-line methods include the use of statistical process control charts amongst others so that the aspect of reducing deviations about the target value are taken care of as far as the process or manufacturing is concerned. The off-line methods involve market research, product design, product development, process development and others.

The tolerances, the key processes and the overall systems need to be so designed that the variations in the end product are minimized. For Taguchi, the variations from the target values are very important and these variations need to be reduced as much as possible. While it is necessary to be accurate, it is more important to be 'precise while being inaccurate', than to be 'accurate but imprecise'.

Questions :

a) How and why do poor costs impact corporate profitability in the long run?

b) What are the differences between on-line and off-line methods, as far as applicability is concerned?

c) Why is it "*more important to be 'precise while being inaccurate', than to be 'accurate but imprecise*"?