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15ME664

**Sixth Semester B.E. Degree Examination, June/July 2019**  
**Total Quality Management**

Time: 3 hrs.

Max. Marks: 80

*Note: Answer any Ff1 E full questions, choosing ONE frill question front each module.*

**Module-1.**

- 1 a. List out six basic concepts of TQM and briefly explain them. (09 Marks)  
 b. With a diagram, explain TQM FrameWork (05 Marks)  
 c. List out the benefits of implementing TQM. (02 Marks)

**OR**

- 2 a. Briefly describe the various benefits of ISO Registration. (07 Marks)  
 h. Explain the various requirements for ISO 9001 series. (09 Marks)

**Module-2**

- 3 a. Explain briefly the seven characteristics of effective people. (07 Marks)  
 b. List out Deming's 14 points of TQM philosophy and explain any three. (09 Marks)

**OR**

- a. What is Quality Council? List out its duties. (06 Marks)  
 b. Explain seven steps for strategic planning. (10 Marks)

**Module-3**

- 5 a. Define the term internal customer and external customer. Give an example for each type. (03 Marks)  
 b. Explain Kano's model of customer satisfaction. (08 Marks)  
 C. Describe briefly the customer retention. (05 Marks)

**OR**

- 6 a. Define 'empowerment' and what are the three conditions to achieve empowerment? (04 Marks)  
 b. Explain Maslow's theory of motivation and relate this to any industry or organization. (10 Marks)  
 c. List out various advantages of employee involvement. (02 Marks)

**Module-4**

- 7 a. Explain PDSA cycle for continuous improvement. (08 Niarks)  
 h. Explain: (i) Juran Trilogy (ii) Kaizen principles (08 Marks)

**OR**

- 8 a. Explain Pareto diagram, Scatter diagram and Cause-Effect diagram. (09 Marks)  
 b. What are control charts? Explain their importance, construction for TQM organization. (07 Marks)

**Module-5**

- 9 a. What is 'Bench-Marking'? Explain briefly the process of Benchmarking. (08 Marks)  
 b. Describe briefly the Environmental Management System Model. (08 Marks)

**OR**

- 10 a. What is QFD? Describe the www.FirstRanker.com QFD. (08 Marks)  
 b. Explain Failure Mode and Effect Analysis, Product liability. (08 Marks)