

**R09**

**Code No: D5202**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**M.Tech II - Semester Examinations, March/April 2011**

**TOTAL QUALITY MANAGEMENT  
(DESIGN FOR MANUFACTURING)**

**Time: 3hours**

**Max. Marks: 60**

**Answer any five questions  
All questions carry equal marks**

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1. a) How does the attitude and involvement of the top management affect the quality of business performance?  
b) Write a note on the culture of modern management systems. [12]
2. a) What is bench marking? What are its advantages?  
b) Discuss how the buyer – supplier relationship should be in a cosmetics industry. [12]
3. a) Discuss the importance of Reengineering in the present industry context.  
b) Explain the methods of measuring productivity. [12]
4. a) Explain the different accounting systems used in practice to establish the cost of quality.  
b) Define and explain the term quality cost. [12]
5. a) What are the benefits of ISO 9000 certification? Explain.  
b) Write a note on documentation of ISO 9000 and services. [12]
6. a) Write a note on the use of control charts in TQM.  
b) Distinguish between Product inspection vs. Process control. [12]
7. a) Discuss the approach of organizing for quality implementation.  
b) What do you understand by quality circles? How are they used? [12]
8. Write short notes on:
  - a) Internal customer conflicts.
  - b) Control charts.
  - c) Definition of quality. [12]

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