

MMPC-019

Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL) / Master of Business Administration (Banking and Finance) (MBF)/ Master of Business Administration(Financial Management) (MBAFM)/ Master of Business Administration(Operations Management) (MBAOM)

ASSIGNMENT

For

January 2024 and July 2024 Sessions

MMPC-019: TOTAL QUALITY MANAGEMENT

(Last date of submission for January 2024 session is 30th April, 2024 and for July 2024 sessions is 31st October, 2024)



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPC-019
Course Title	:	Total Quality Management
Assignment Code	:	MMPC-019/TMA/JAN/2024
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2024 session is 30th April, 2024 and for July 2024 session is 31st October, 2024.

1. Discuss the concept of Total Quality Management (TQM) with respect to the present competitive environment.
2. Explain the 14 steps given by Crosby in TQM and discuss its advantages and disadvantages.
3. Why is leadership considered as an important aspect for successful application of Quality Management in an organization? Explain with the help of examples.
4. Discuss the role of Quality Function Deployment (QFD) and the House of Quality (HOQ) table in organizing the flow of thinking?
5. Discuss the objective, structure and importance of ISO 18001 in the present context.