

MANAGEMENT PROGRAMME

Term-End Examination

December, 2012

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MS-96 : TOTAL QUALITY MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : Attempt any five questions. All questions carry equal marks.

1. Critically comment and assess the American Quality Gurus.
2. What are the key factors, which need to be taken care of for TQM to work ? Discuss.
3. Discuss the relationship of Total Quality with strategy in terms of :
 - (a) Customer satisfaction and delight.
 - (b) Competitive strategy and customer.
 - (c) Quality and low cost.
4. What are the different types of quality costs ? Explain with the help of examples.
5. Explain Maslow's need hierarchy with respect to Total Quality Management (TQM).

6. Briefly explain the following :
 - (a) Implementation methodology for ISO 9000.
 - (b) Environment Management System (EMS).

7. Explain the European Foundation for Quality Management (EFQM) Excellence Model.

8. Distinguish between competitive and non-competitive quality awards giving examples.
