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MMPC-019

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

June, 2023

MMPC-019 : TOTAL QUALITY MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. How did the concept of quality management evolve ? Discuss the overview of quality management.
2. Discuss the Crosby School of Total Quality Management.
3. Why is TQM important for organisations in the present context ? Discuss giving examples.

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4. What is the role of TQM in formulating the strategy of any organisation ? Explain.
5. Discuss different types of sampling techniques giving examples.
6. Explain the role of leadership in TQM. Give suitable example.
7. What is ISO-20000 ? What are the requirements of ISO-20000 ?
8. Discuss the fundamental concept of excellence in TQM.