

00423

**MASTER OF BUSINESS ADMINISTRATION
(SUPPLY CHAIN MANAGEMENT)
(MBASCMFL)**

Term-End Examination

June, 2013

MCQ-025 : QUALITY MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Explain the concept of quality. How does this concept changed during recent years ? 20
2. Explain the main elements of TQM. Why is customer focus so important in TQM ? 20
3. Discuss the role of Balanced Score Card in measuring the performance of an organization. 20
4. Define bench marking. Describe the types and processes of bench marking. 20
5. Explain Quality Function Deployment (QFD) and house of quality. Discuss the advantages of QFD. 20

6. Explain qualitative measures towards pre-transaction satisfaction, transaction satisfaction and post-transaction satisfaction. 20
 7. What are the costs of quality ? Explain each component of cost of quality. 20
 8. Describe the objectives of failure mode and effect analysis (FMEA) and fault free analysis. 20
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