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MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2021

MS-96 : TOTAL QUALITY MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Explain Crosby's Quality Management Maturity Grid.
2. What are the basic Total Quality Management beliefs ? Explain each **one** of them in brief.
3. How is Total Quality related to customer value strategy ? Explain with the help of examples.
4. Write notes on the following :
 - (a) Quality related benefits
 - (b) Quality related costs

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5. Describe with the help of examples, the seven quality improvement tools.
6. What is Quality Function Deployment (QFD) ? Explain with the help of an example.
7. What are the different modes of learning ? What kind of work practices promote learning ? Explain in context of organisational TQM journey.
8. Explain the concept of Maslow's need hierarchy. Support your answer with the help of examples.

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