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MMPC-019

**MASTER OF BUSINESS
ADMINISTRATION/MASTER OF
BUSINESS ADMINISTRATION IN
BANKING AND FINANCE (MBA/MBF)**

Term-End Examination

June, 2024

MMPC-019 : TOTAL QUALITY MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Explain how the quality can be enhanced by increasing the market share and the profitability of an organization. Illustrate with the help of an example.

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2. Critically analyse the importance of quality in the present times. Why did the concept of quality not evolve with the growth of Taylorism ? Justify.
3. What are the 3-Mus checkpoints of Kaizen activities ? Explain them with respect to Total Quality Management.
4. Is quality an integral part of the strategic process or not ? Justify your answer with the helps of an example.
5. Elaborate upon the seven quality improvement tools which form the basis for decisions and actions in an organization.
6. What do you mean by the term 'Reliability' ? Explain the concept of reliability curve with respect to Quality Management.

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7. Discuss the role of the steering committee in implementing Total Quality Management (TQM).
8. What is the role of continuing education for all in Total Quality Management ? Explain with the help of a relevant example.