

MANAGEMENT PROGRAMME

Term-End Examination

June, 2010

05223

MS-96 : TOTAL QUALITY MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note :

- (i) *Answer **any five** questions.*
 - (ii) *All questions carry **equal** marks.*
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- 1. (a) Define Quality. Explain the dimensions of quality for product and services. 10
- (b) Define Total Quality Management (TQM). Explain the basic ingredients of TQM philosophy. 10
- 2. (a) Discuss in detail the quality viewpoint of CROSBY. 10
- (b) Critically compare the viewpoints of American quality Gurus with Japanese quality Gurus. 10

3. (a) What are the key success factors for proper functioning of TQM ? Explain. 10
- (b) What is meant by customers value ? Explain the process of determining customer satisfaction. 10
4. (a) What does the "Quality Centred Strategic Planning Process" mean ? Briefly discuss the steps for strategic Quality Planning Process. 10
- (b) Discuss the components of Quality cost. How do we measure it ? 10
5. (a) What do you understand by the term "Cross-functional Management" ? What problems does it resolve ? 10
- (b) Elaborate your understanding regarding humanistic elements of TQM. 10
6. (a) Discuss Deming's call "Drive out fear". What are the negative effects of fear in an organization ? 10
- (b) What is quality audit and its purpose ? Explain the different types of audit. 10

7. Write short notes on *any four* : $5 \times 4 = 20$

- (a) Essential characteristics of quality circles
- (b) Control charts
- (c) Essentials of Quality Function Development (QFD)
- (d) Core elements of Environmental Management System (EMS)
- (e) Malcolm Baldrige Award
- (f) Kaizen approach

