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**DHANALAKSHMI SRINIVASAN COLLEGE
OF ARTS & SCIENCE FOR WOMEN
(AUTONOMOUS)**



(For Candidates admitted from 2019-2020 onwards)

PG DEGREE EXAMINATIONS APRIL – 2021

M.B.A – BUSINESS ADMINISTRATION

TOTAL QUALITY MANAGEMENT

Time: 3 Hrs

Max.Marks: 75

PART – A

CHOOSE THE CORRECT ANSWER

(10x1=10)

1. Design specification means
 - a) Characteristics of customer
 - b) Characteristics of Product
 - c) Characteristics of Industry
 - d) Characteristics of commerce
2. The costs of designing products with quality characteristics
 - a) Products design costs
 - b) Quality planning costs
 - c) Process costs
 - d) scrap costs
3. Identifying the possibilities for defects or quality problems in using different statistical tools
 - a) DMAIC cycle
 - b) Problem solving
 - c) Problem analyzing
 - d) DMADC Cycle
4. Six sigma methodology focusing process design/redesign
 - a) DMAIC Cycle
 - b) DMADC Cycle
 - c) Quality circle
 - d) Product life cycle
5. Verification of manufacturing operations or test operations.
 - a) System audit
 - b) Quality audit
 - c) Product audit
 - d) Process audit
6. Voluntary group of workers who meet regularly during company time to examine work related problems.
 - a) Quality management
 - b) Quality circle
 - c) Quality assurance
 - d) Quality audit
7. Voice of the customer in operational terms
 - a) Quality council
 - b) QFD
 - c) Maslow's need theory
 - d) six sigma
8. Review risk priority Numbers
 - a) Severity x probability x detection
 - b) Severity + probability + detection
 - c) Severity + probability
 - d) Severity x detection
9. Motivational theory was introduced by
 - a) Frederick Irving Herzberg
 - b) Harold Maslow
 - c) EMC Farland
 - d) S.P Robbins

10. _____ The sum total of learned beliefs, values, and customs that serve to direct the consumer behavior of members of a particular society
- a) Total Quality Management b) Culture c) TQM Activities d) TQM effort

PART – B

ANSWER ALL THE QUESTIONS

(5x7=35)

11. a) Explain in detail the elements of ISO 9000

(OR)

- b) What do you understand by term process Improvement

12. a) Discuss the procedure to be followed in the implementation of DMAIC of six sigma approach in chemical industry

(OR)

- b) Explain the term continuous improvement by the other word (KAIZEN)

13. a) Discuss quality auditing in detail.

(OR)

- b) How to build strong Customer Satisfaction and what are the benefits you will get from that

14. a) Explain bench-marking process with an illustration for a leather Industry

(OR)

- b) Discuss new Management Tools

15. a) Explain in details the elements of ISO 9004

(OR)

- b) Describe the various motivational theory of individual employee in detail.

PART – C

ANSWER ANY THREE QUESTIONS

(3X10=30)

16. What are the strength and weakness of Deming's Juran's and Crosby's contributions of quality management. Also bring out the similarities and differences between their perspectives

17. What are the components of 5s principle? Explain the process of implementing 5s principles in detail.

18. Describe the key elements of employee involvement and discuss the various aspects of employee involvement in detail.

19. What is house of quality? Explain in detail the construction of HOQ with an illustration

20. Bring out the principles of leadership and discuss about most appropriate leadership style in total Quality setting and why? And what is role of quality leader in it..