



CBCS SCHEME

21ME732

Seventh Semester B.E./B.Tech. Degree Examination, June/July 2026 Total Quality Management

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Enumerate TQM and briefly explain the basic approach of total quality management. (10 Marks)
- b. Elucidate about the Gurus of total quality management along with their contribution. (10 Marks)

OR

- 2 a. Enumerate the steps to implement a quality management system. (10 Marks)
- b. Elaborate on documentation of quality management system with model. (10 Marks)

Module-2

- 3 a. Enumerate Leader. Explain the characteristics of leader in detail. (10 Marks)
- b. List and describe the 7 habits of highly effective leaders. (10 Marks)

OR

- 4 a. Enumerate the role of TQM leaders and explain briefly. (10 Marks)
- b. Enumerate strategic planning discuss seven steps involved in strategic quality planning. (10 Marks)

Module-3

- 5 a. Explain Customer Satisfaction. What are perceptions of customer about quality and briefly explain. (10 Marks)
- b. With a neat sketch explain how a KANO model helps in translating needs into requirements. (10 Marks)

OR

- 6 a. Elaborate the meaning of motivation. Explain Maslow's hierarchy of needs with a block diagram. (10 Marks)
- b. Enumerate Customer Feedback. Explain different tools used to collect feedback. (10 Marks)

Module-4

- 7 a. Enumerate the following briefly with necessary diagrams :
i) Pareto diagram
ii) Process flow diagram
iii) Cause and effect diagram
iv) Scatter diagrams. (10 Marks)
- b. Expound Juran trilogy with model in continuous improvement. (10 Marks)

OR

- 8 a. Describe four "Primary improvement strategies". (10 Marks)
- b. Elucidate the types of control charts. Differentiate variables and control charts for attributes. (10 Marks)

Module-5

- 9 a. Give the meaning of QFD? With a neat sketch explain four phases of QFD process. (10 Marks)
- b. What is meant by total productive maintenance with an example? Mention the 8 pillars of TPM. (10 Marks)

OR

- 10 a. Narrate briefly the environmental management system model and also give the benefits of the EMS. (10 Marks)
- b. Exploit the various parts of House of quality. (10 Marks)

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