



CBCS SCHEME

15MA81

Eighth Semester B.E. Degree Examination, July/August 2021 Total Quality Management

Time: 3 hrs.

Max. Marks: 80

Note: Answer any FIVE full questions.

- 1 a. Define Total Quality Management and discuss briefly various dimensions of quality. (08 Marks)
b. Explain briefly the contribution of quality GURUS of TQM. (08 Marks)
- 2 a. What is QMS? Explain different series of standards of ISO 9000. (08 Marks)
b. What are the necessary steps to implement the ISO standards successfully? (08 Marks)
- 3 a. Explain Deming's view on leadership through his fourteen points. (08 Marks)
b. Explain the importance of strategic planning and decision making in TQM. (08 Marks)
- 4 a. Briefly explain the characteristics of effective people, ethics and role of TQM leaders. (08 Marks)
b. With a neat block diagram, explain TQM framework. (08 Marks)
- 5 a. Explain different methods of collecting voice of customers. (08 Marks)
b. What is customer satisfaction? How it is analysed by feedback and complaints? (08 Marks)
- 6 a. Discuss about employee involvement through empowerment with suitable example. (08 Marks)
b. What are the benefits and drawbacks of performance appraisal? (08 Marks)
- 7 a. Explain Juran Trilogy. How it help us for process improvement? (08 Marks)
b. What are the different problem solving methods? Elaborate any two methods. (08 Marks)
- 8 a. Distinguish clearly between "mode", "median" and "arithmetic mean" as measure of central tendency. (08 Marks)
b. What are control charts? Explain the procedure for preparing control charts for variables. (08 Marks)
- 9 a. With a neat sketch, explain benchmarking concept. (08 Marks)
b. Define QFD. With a neat sketch, explain four phases of QFD process. (08 Marks)
- 10 a. Sketch the concept of quality by design and list the benefits of quality of design. (08 Marks)
b. Define FMEA. List the stages of FMEA. (08 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.