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10ME758

**Seventh Semester B.E. Degree Examination, Feb./Mar. 2022**  
**Total Quality Management**

Time: 3 hrs.

Max. Marks:100

**Note:** Answer any FIVE full questions, selecting atleast TWO questions from each part.

**PART - A**

- 1 a. Define TQM. Briefly explain the basic concepts of TQM. (08 Marks)  
 b. Briefly explain the contribution made by any two Quality Gurus. (10 Marks)  
 c. List benefits of TQM. (02 Marks)
- 2 a. What are Quality statements? Explain with suitable examples. (06 Marks)  
 b. State and explain Deming's 14 principles. (10 Marks)  
 c. Explain the role of TQM Leaders. (04 Marks)
- 3 a. Explain different tools used for collecting Customer Feedback. (08 Marks)  
 b. Write a short note on : (12 Marks)  
     i) Internal customer      ii) External customer      iii) Customer satisfaction.
- 4 a. Explain "PDSA" cycle as problem solving tool for Process Improvement. (10 Marks)  
 b. Explain briefly QFD with block diagram and give the example. (10 Marks)

**PART - B**

- 5 a. Explain PDPC with suitable sketch and examples. (08 Marks)  
 b. Explain AFFINITY diagram, with suitable sketch and example. (08 Marks)  
 c. Write a short note on TREE diagram. (04 Marks)
- 6 a. Explain CAUSE and EFFECT diagram, with suitable example and sketch. (08 Marks)  
 b. Explain SCATTER diagram with suitable example and sketch. (08 Marks)  
 c. List the Control charts for attributes with  $3\sigma$  control limits. (04 Marks)
- 7 a. Explain steps to implement ISO 9000 Certification process in the Organization. (10 Marks)  
 b. Write a short notes on : (10 Marks)  
     i) SIX SIGMA      ii) BALD RIDIGE.
- 8 a. Explain the concept of Six SIGMA and explain the tools for Concept Development. (10 Marks)  
 b. What is meant by Product Acceptance Control? Explain. (10 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.