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15ME664

Sixth Semester B.E. Degree Examination, July/August 2022

Total Quality Management

Time: 3 hrs.

Max. Marks: 80

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

Module-1

- 1 a. Define total Quality Management and discuss briefly the various dimensions of quality. (08 Marks)
b. List the benefits of TQM and explain the six basic concepts of TQM. (08 Marks)

OR

- 2 a. Briefly explain TQM frame work with an illustration. (08 Marks)
b. Explain ISO-9000 series of standards. (08 Marks)

Module-2

- 3 a. Explain the characteristics of Quality leaders. (08 Marks)
b. Enumerate Deming's 14 points and explain any two. (08 Marks)

OR

- 4 a. What is strategic planning? Enumerate the steps to strategic planning. (08 Marks)
b. Briefly explain the SEVEN habits of highly effective people. (08 Marks)

Module-3

- 5 a. With the help of a neat sketch discuss the translation of customer needs into requirements. (08 Marks)
b. List and explain the six most important factors that influences a customer to purchase a commodity. (08 Marks)

OR

- 6 a. Briefly explain the five levels in Maslow's hierarchy of needs. (06 Marks)
b. Define the following : (i) Recognition (ii) Reward (iii) Empowerment
(iv) Gainsharing (v) Motivation (10 Marks)

Module-4

- 7 a. With a neat sketch, explain PDSA cycle. (06 Marks)
b. Explain Joran's trilogy in continuous improvement. (06 Marks)
c. Write a note on "Reengineering". (04 Marks)

OR

- 8 a. List the seven QC tools and explain any three of them. (10 Marks)
b. Explain state of control and out of control process. (06 Marks)

Module-5

- 9 a. Define Benchmarking. What are steps involved in benchmarking? (06 Marks)
b. List the benefits of QFD and explain the steps involved in QFD process. (08 Marks)
c. Write a note on Information Technology. (02 Marks)

OR

- 10 a. List and explain the different stages that are essential in FMEA. (08 Marks)
b. What are the advantages of 'Quality by design'? (04 Marks)
c. Define Total productive maintenance and list the goals of TPM. (04 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.