

FACULTY OF MANAGEMENT

M.B.A. III-Semester Examination, December 2015

Subject: Total Quality Management

Course No : 3.1

Time : 3 Hours

Max. Marks: 80

Note: Answer ALL the questions.**Part – A (10x2=20 Marks)
(Short Answer Type)**

- 1 Write short notes on the following.
 - (a) What is MBNQA?
 - (b) What is Quality Assurance?
 - (c) What is Check Sheet?
 - (d) What is Kaizen philosophy?
 - (e) Explain the Five Why's.
 - (f) What is parameter design?
 - (g) Explain QFD.
 - (h) State elements in Balance Scorecard.
 - (i) State characteristics of Service Industry.
 - (j) State parameters for service quality assessment.

**Part – B (5x12=60 Marks)
(Essay Answer Type)**

- 2 (a) Discuss the TQM philosophy of Philip B. Cross by.
OR
(b) Explain the Customer and supplier focus in TQM.
- 3 (a) The following table shows the data of two variables weight and miles per gallon.

Observations	Weight(lbs)	Miles per gallon
1	3300	20
2	2700	19
3	2200	34
4	3100	15
5	2300	34
6	3400	12
7	2500	18
8	3600	16
9	2700	27
10	3400	20

You are required to plot the data, observe the scatter diagram, and comment on the correlation between the two variables.

OR

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(b) A company manufacturing two product, the details are as follows:

Products	Annual output (units)	Total Machine Hours	Total Number of purchase orders	Total Number of set ups
A	5000	20000	160	20
B	60,000	120000	384	44

Annual overheads are :

Volume related activity costs Rs.5,50,000

Set-up related costs Rs. 8,20,000

Purchase related costs Rs. 6,18,000

You are required to calculate the cost per unit of each product based on ABC method.

4 (a) Describe the steps involved in the Design of experiments and state its merits.

OR

(b) Discuss the applicability of Genichi Taguchi's Quality loss function with respect to Indian Industry.

5 (a) What is six sigma and explain Theoretical frame work of six sigma approach?

OR

(b) Discuss the model of DMAIC in detail.

6 (a) Examine the problems in employing TQM in service organization.

OR

(b) Explain the structure and strategy in Health care organization for implementing TQM.
