



Reg. No. :

Name :

**Sixth Semester B.Tech. Degree Examination, April 2014
(2008 Scheme)**

08.606.11 : Total Quality Management (MPU)

Time : 3 Hours

Max. Marks : 100

Instructions : Answer *all* questions from Part A and *one* question from *each* Module of Part B.

Part A : *all* questions carry **equal** marks.

Part B : *each full* question carries **20** marks.

PART – A

1. What do you mean by the term total quality ?
2. Give any one model of TQM.
3. Write a note on the concept of Kaizen.
4. Write a note on cost of non-conformance.
5. What do you mean by 'Total Product Concept' ?
6. What is partnering ? What are its implications to suppliers and customers ?
7. Give a brief note on 'SWOT Analysis'.
8. Explain the Zero defect concept.
9. Write a note on 'Fishbone Diagram'.
10. What is EMS ?



PART – B

Module – I

11. a) What are the major elements and priority areas of TQM ?
b) What steps are essential while implementing TQM in an organization ?



12. a) Who are the thinkers of modern day on total quality management ?
b) Describe the contribution of any one quality guru to total quality management.

Module – II

13. a) "Customer lost is customer lost" – Explain this statement giving relevant examples.
b) Differentiate customer retention and delighting the customers.
14. a) Explain why planning plays a significant role in a TQM process.
b) What are the essentials of a proper planning process in TQM ?

Module – III

15. a) Discuss in detail the different types of problems.
b) Describe the underlying procedure for solving the different types of problems.
16. a) Define Benchmarking and discuss its features.
b) With a neat chart discuss the steps involved in benchmarking process.