



Reg. No. :

Name :

Sixth Semester B.Tech. Degree Examination, June 2015
(2008 Scheme)
08.606.11 : TOTAL QUALITY MANAGEMENT (MPU)

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions. **Each** question carries **four** marks.

1. Write about cost of quality.
2. What is meant by internal customer ? Explain briefly.
3. Briefly explain the barriers of TQM implementation.
4. Explain about customer retention.
5. Discuss about quality planning.
6. Explain how organizational culture influence TQM.
7. Explain about customer orientation.
8. Distinguish between histograms and bar charts.
9. Explain about Deming wheel.
10. Discuss the purpose of ISO 14000.



(10×4=40 Marks)

PART – B

Answer **one full** question from **each** Module. **Each full** question carries **twenty** marks.

Module – I

11. a) Explain in detail about quality and cost.
b) Write TQM axioms and discuss about them.

OR



12. a) Discuss about 5-S Model in TQM.
b) Explain in detail about the concept of small q and big Q.

Module – II

13. a) Discuss about the influence of motivation in TQM.
b) Explain about common customer complaints on quality.

OR

14. a) Discuss the procedure of QFD with an example.
b) Select a service organization and explain how service quality is achieved.

Module – III

15. a) Explain in detail about any four problem solving tools.
b) Discuss in detail about the benchmarking techniques.

OR

16. a) Discuss about various attribute and variable control charts.
b) Explain in detail about ISO 9000 series. **(3x20=60 Marks)**