



Reg. No. : .....

Name : .....

**Sixth Semester B.Tech. Degree Examination, March 2015**  
**(2008 Scheme)**  
**08.606.11 – TOTAL QUALITY MANAGEMENT (MPU)**

Time : 3 Hours

Max. Marks : 100

**PART – A**

Answer **all** questions.

1. Define quality and explain various dimensions of quality.
2. Explain any one TQM model.
3. Explain PDCA cycle.
4. Explain various barriers to TQM implementation.
5. What is motivation ? Explain any one motivation theory.
6. Explain the relevance of strategic planning in TQM.
7. Explain Quality Function Deployment.
8. Explain how cost of quality can be reduced.
9. What are the objectives of ISO 9000 ?
10. What is meant by total quality environmental management ? **(10×4=40 Marks)**

**PART – B**

Answer **any one full** question from **each** Module.

**Module – 1**

11. Explain in detail the contributions of Juran and Crosby to total quality management. **20**
12. a) Explain Kaizen. Distinguish between Kaizen and innovation. **10**  
b) Explain briefly the benefits an organization can achieve by implementing TQM. **10**

**Module – 2**

13. a) Explain in detail the steps involved in strategic quality planning. 10  
b) Explain SWOT analysis. 10
14. a) Explain any one customer satisfaction model. 10  
b) Explain various principle of TQM. 10

**Module – 3**

15. Explain in detail any 5 problem solving tools used in TQM with case applications. 20
16. Write short notes on :
- a) Six Sigma approach.
  - b) Quality circles.
  - c) Bench marking.
  - d) Zero defect concept.

**(3×20=60 Marks)**