



Reg. No. :

Name :

**Sixth Semester B.Tech. Degree Examination, May 2012
(2008 Scheme)**

Elective II : 08.606.11 : TOTAL QUALITY MANAGEMENT (MPU)

Time : 3 Hours

Max. Marks : 100

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

PART – A

1. What is total quality control ? How is it different from TQM ?
2. List any four out of six key elements of TQM.
3. Explain in short the Juran's Quality Trilogy.
4. What are the four absolutes of quality ?
5. Write a note on 'Problem Mushroom'.
6. Write a note on 'Storyboarding'.
7. What do you mean by TQM culture ?
8. What is meant by the term 'decrease problem' ? How does it differ from Zero problem ?
9. What do you understand by the term 'Six sigma' ?
10. List out the steps involved for a firm to achieve ISO certification.



(10×4=40 Marks)



PART – B

Module – I

11. a) What are the barriers in TQM implementation ?
- b) How can we remove the barriers in TQM implementation ? 20
12. a) Why do we have to calculate the cost of quality ?
- b) What are the benefits and problems in quality cost measure ? 20

Module – II

13. a) What are customer complaints ? What did the relevance of these complaints ?
- b) Develop a customer complaint and feedback management system for satisfying your company customers. 20
14. a) What are the various types of culture in organizations ?
- b) What are the steps involved in developing a quality culture ? 20

Module – III

15. a) Describe in short the various problem identification approaches given by experts.
- b) Discuss in detail the seven management tools used for solving quality control problems. 20
16. a) Discuss the need and importance of continuous improvement in quality standards.
- b) Discuss in detail any one strategy which is predominantly used by Indian firms for continuous improvement. 20