



Reg. No. : .....

Name : .....

**Sixth Semester B.Tech. Degree Examination, May 2013  
(2008 Scheme)**

**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. Define the term quality and enumerate the impact of poor quality on an organization.
2. What do you mean by total quality management ?
3. List out the Deming's Deadly Diseases.
4. What do you mean by the term cost of quality ?
5. How can a 'Quality Gap' converted into a 'Quality Edge' ?
6. Write a note on promotion and publicity of employee activities.
7. What are the benefits of quality systems in service sector ?
8. What do you mean by QI story ?
9. What do you mean by Quality Circles ? Discuss its features.
10. What is ISO 9001 : 2000 ?



**PART – B**

**Module – I**

11. a) What are the fundamental principles of TQM ?  
b) List out the major process components of TQM.
12. a) Describe the 14 steps of Philip Crosby on quality improvement.  
b) Compare Philip Crosby's points with Deming's 14 points.

**Module – II**

13. a) Explain Quality Circles along with its composition and functions.  
b) Explain how problems are solved by Quality Circles.
14. a) Explain the process of preparing and implementing a Hoshin Plan.  
b) What are the common problems observed when an organization starts to use Hoshin Plan ?

**Module – III**

15. a) What are the seven basic QC tools ?  
b) Discuss the applications of seven basic QC tools.
16. a) Discuss the need and importance of continuous improvement in quality standards.  
b) Discuss in detail some of the strategies used by Indian firms for continuous improvement.