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A – 2829

Reg. No. :

Name :

**Sixth Semester B.Tech. Degree Examination, May 2016
(2008 Scheme)**

08.606.11 : TOTAL QUALITY MANAGEMENT (MPU)

Time : 3 Hours

Max. Marks : 100

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

PART – A

1. List any four dimensions of quality.
2. List the major contributions of Juran.
3. Briefly explain Kaizen.
4. Define quality assurance.
5. Who is an internal customer ?
6. How to develop a customer focus ?
7. What are the benefits of quality systems in service sector ?
8. What do you mean by quality circles ?
9. Briefly explain Ishikawa diagram.
10. What is Benchmarking ?



(10×4=40 Marks)

PART – B

Module – I

11. a) Briefly describe the various quality costs, which cost should a company concentrate most on ?
b) Explain the process of establishing cost of quality.
12. a) Explain PDCA cycle.
b) What is 5S in TQM ?

P.T.O.



Module II

- 13. a) How do you measure service quality ? Explain with an example.
- b) Briefly explain Customer retention model.
- 14. a) What is QFD ? Describe the House of Quality.
- b) How do you apply SWOT analysis in an organization you are familiar with ?

Module III

- 15. What is six sigma ? Write the various stages of six sigma approach applicable to an industry, you are expecting to work with.
- 16. What is the need of standardization ? Write the ISO implementation procedure applicable to your institution named 'ABC' in detail. **(3x20=60 Marks)**



(10x4=40 Marks)

PART - B
Module - I