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A – 2699

Reg. No. :

Name :

Sixth Semester B.Tech. Degree Examination, May 2016
(2013 Scheme)

13.606.5 : TOTAL QUALITY MANAGEMENT (MPU)

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions, **each** question carries **2** marks.

1. Define the term Total Quality Management.
2. List out the levels of benchmarking.
3. Draw a neat diagram that represents the documentation of ISO 9000.
4. What is the seller's view about a customer ?
5. What is the role of a leader in TQM ?
6. Define quality improvement.
7. What is process capability ?
8. What are the factors the kaizen improvement focus on ?
9. What do you mean by Pareto diagram ?
10. Enumerate any 4 advantages of ISO 9000 series. (10×2=20 Marks)





PART – B

Answer **any one full** question from **each** Module, **each** question carries **20** marks.

Module – 1

11. a) Explain the interrelationship among Deming's 14 points. How do they support each other ?
- b) Explain PDSA cycle for achieving continuous improvement.

OR

12. With a neat sketch explain Juran Trilogy for continuous improvement of the process and also list out its advantages.

Module – 2

13. a) Explain the following terms related to customer perception of quality
 - i) Performance
 - ii) Reputation.
- b) Explain any 4 elements of customer service.

OR

14. a) Explain in brief the Maslow's Hierarchy needs for motivation.
- b) What are the benefits of employee involvement in TQM ?

Module – 3

15. With a neat diagram explain how customer satisfaction is fulfilled by an organization ?

OR

16. Explain in brief the different Quality control tools used in practice with suitable examples.

Module – 4

17. a) What is Six-sigma and explain in brief Six-sigma approach to industrial situations ?
- b) What is the importance of Zero defect concept explain in brief ?

OR

18. Explain in brief the importance of Benchmarking and enumerate the advantages and applications. **(4×20=80 Marks)**