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1451

Reg. No. :

Name :

Sixth Semester B.Tech. Degree Examination, May 2012
(2008 Scheme)
Elective II : 08.606.11 : TOTAL QUALITY MANAGEMENT (MPU)

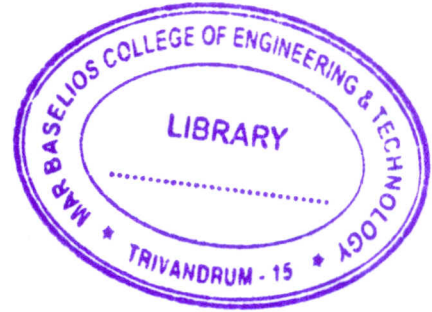
Time : 3 Hours

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)

P.T.O.



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
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