



Reg. No. : .....

Name : .....

**Sixth Semester B.Tech. Degree Examination, May 2011**  
**(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. Differentiate 'small q' and 'Big Q'.
2. Explain in short the PDCA cycle.
3. Write a note on Crosby's Six C's.
4. Explain the concept of cost of conformance.
5. What do you mean by cost of losing a customer ?
6. What do you mean by 'Total Employee Involvement' ?
7. What is a 'Quality Policy' ?
8. Write a note on Deming Wheel.
9. What are Quality circles ?
10. Differentiate competitive and functional benchmarking.

**PART – B**

**Module – I**

11. a) Discuss in brief few major TQM models.  
b) Which TQM model do you think is most suited to Indian situations ?
12. a) Why do we regard the failure costs as hidden costs ?  
b) How do we reduce the quality costs ?

