Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April/May– 2017**

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| **Sub. Code:** | **14CS2048** | **Duration :** | **3hrs** |
| **Sub. Name :** | **TOTAL QUALITY MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Show how does the win-win strategy change the dimensions of life? | CO1 | 5 |
| b. | Indicate the quality statement of Google. | CO3 | 5 |
| c. | Identify the frameworks of TQM. | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | Justify the statement, “Juran trilogy is designed to reduce the cost of quality over time”. | CO1 | 10 |
| b. | Write the equation that would quantify quality. | CO1 | 5 |
| c. | Give the principles of TQM. | CO1 | 5 |
|  |  |  |  |  |
| 3. | a. | List the factors that KAIZEN focuses for continuous improvement. | CO1 | 10 |
|  | b. | Illustrate the procedure for an organization to use the PDSA cycle. | CO1 | 10 |
| (OR) | | | | |
| 4. | a. | Explain the methods used for assessing the customer satisfaction level in an industry and in service organization. | CO3 | 10 |
|  | b. | Design a customer satisfaction questionnaire for a mobile service provider to evaluate the level of customer satisfaction in their industry. | CO3 | 10 |
|  |  |  |  |  |
| 5. | a. | Compute the formula to measure the central tendency and report the three measures of central tendency. | CO2 | 10 |
|  | b. | State the generic steps used for the development and execution of action plans in Benchmarking. | CO3 | 10 |
| (OR) | | | | |
| 6. | Write short notes on the following. | |  |  |
|  | a. | Supplier partnership. | CO2 | 5 |
|  | b. | Supplier selection. | CO2 | 5 |
|  | c. | Supplier rating. | CO2 | 5 |
|  | d. | Scatter diagram. | CO2 | 5 |
|  |  |  |  |  |
| 7. | a. | Explain different stages of FMEA. | CO1 | 10 |
|  | b. | Discuss ISO 14000 requirements and its benefits. | CO1 | 10 |
| (OR) | | | | |
| 8. | a. | Enumerate the steps which are necessary to implement the quality management system in an organization. | CO1 | 10 |
|  | b. | Construct the house of quality for an industrial product. | CO3 | 10 |
|  | |  |  |  |
|  | | **Compulsory:** |  |  |
| 9. | a. | Review the primary objective for establishing the quality council in an organization. | CO3 | 10 |
|  | b. | Evaluate the statement and state the reason.“The applicability of TQM has limitations". | CO1 | 10 |

ALL THE BEST