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

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**End Semester Examination – Nov / Dec – 2019**

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| **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 dimension of quality influences while selecting a product or service for acceptance. | CO1 | 10 |
| b. | Justify your view points with an example for the statement, “Total quality management is too important to be taken up in organization. Specially, it should not be subsidiary to profit or productivity”. | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | Justify the statement, “Juran trilogy is designed to reduce the cost of quality over time”. | CO1 | 10 |
| b. | Give the principles of TQM. | CO1 | 10 |
| 3. | 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 |
| (OR) | | | | |
| 4. | a. | Discuss about Maslow's need hierarchy theory and Herzberg's two factor theory for motivation. | CO2 | 12 |
|  | b. | Explain the 5’s principle for workplace effectiveness. | CO2 | 8 |
| 5. | a. | Enumerate the steps to be followed for bench marking. | CO3 | 10 |
|  | b. | Describe the different benchmarking metrics used in educational institutions. | CO3 | 10 |
| (OR) | | | | |
| 6. | a. | Visualize the control chart for variables and attributes. | CO2 | 10 |
|  | b. | Construct the cause and effect diagram. | CO2 | 10 |
| 7. | a. | Explain the stages of FMEA. | CO1 | 10 |
|  | b. | Discuss ISO 14000 requirements and its benefits. | CO1 | 10 |
| (OR) | | | | |
| 8. | a. | Enumerate the steps necessary to implement the quality management system. | CO1 | 10 |
|  | b. | Design the house of quality for an industrial product. | CO3 | 10 |
|  | | **Compulsory:** |  |  |
| 9. | a. | Enumerate Deming’s 14 points of management. | CO2 | 14 |
|  | b. | Discuss the management techniques for establishing quality costs. | CO2 | 6 |