

2022  
M.Com. (E. &F.B.) Third Semester  
FB-306: Total Quality Management

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, selecting atleast two questions from each Unit.

X-X-X

**UNIT - I**

- I. Define concept and scope of Total Quality Management. How the term "quality" has changed in last 100 years in Industry? Explain its framework with a relevant example. (16)
- II. Differentiate between Internal customers and external customers. Why both are important. Explain with an example. (16)
- III. What is the role of quality in innovation? How is agility a source of competitive advantage? What relationships does agility have with quality? (16)
- IV. What are the advantages to using benchmarking as an improvement tool? What are the disadvantages? (16)
- V. a) What are the similarities and differences among the types of teams used in TQM?  
b) Discuss the conditions under which team incentives may work. When is it a poor idea to install such systems? (2x8)

**UNIT - II**

- VI. a) How does employee satisfaction relate to customer satisfaction?  
b) Why is employee involvement important? How does it impact the overall progress of an organization? (2x8)
- VII. Write short notes on:-  
a) Customer satisfaction  
b) Manager vs Leader (2x8)
- VIII. What is six sigma? How is it important in TQM? How are six sigma project teams different from the other types of teams? (16)

P.T.O.

(2)

IX. Write short notes on:

a) Quality Function Deployment

b) Failure Mode and Effect analysis

(2x8)

X. What is Change management? Why is it important to manage the change management? Explain the three kinds of organizational change practiced in total quality efforts with a relevant example.

(16)

X-X-X