

1128

**M.Com. (M.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. a) Why is education the new management challenge for a good TQM? How do their objectives coincide?
- b) Discuss the relevance of commitment for zero defects in pursuing Total Quality Control. (8,8)
- II. a) What is Failure mode Effect Analysis? Exemplify in respect of carrying an Umbrella while going to a party.
- b) Emphasizing importance of the Design in TQM, illustrate how good Design promises right first time and also longer life span of products. (8,8)
- III. a) Define the role of measuring Quality characteristics. What Quality characteristics may be measured in a restaurant, OR class room?
- b) Discuss the significance of Benchmarking. List the types & explain any one in detail. (8,8)
- IV. a) "Investment in Customer service blesses the organization one day". Critically analyse this statement. Discuss how will you improve in Customer service in a restaurant?
- b) Give a detailed account on forming of teams and choosing Team Leaders is any? (10,6)
- V. Write short notes on any four of the following:-
- a) History of Quality and TQM
- b) Why analysis
- c) Quality Assurance Vs Quality Control
- d) role of QFD in improving Quality of Design
- e) Product reliability (4x4)

P.T.O.

(2)

**UNIT - II**

- VI. a) Define Excellence. How do Quality models promise a faster roadmap for excellence? Defend your case of achieving excellence using the case study method.
- b) Differentiate between Quality Circle and Quality council. (OR Quality department). (10,6)
- VII. a) Compare the concept of Quality in each of Statistical Process Control and Statistical Product (Quality) Control. How is Continuous Quality improvement affected in SPC?
- b) Give an overview of supplier Quality Assurance. (12,4)
- VIII. a) Why a Quality assurance system becomes a necessary activity in an organization? Ascertain the critical role of purchase department in aligning with the various QA requirements.
- b) Define and explain the phrase "Quality is free". (10,6)
- IX. a) Compare Six Sigma TQM and Quality Management System vide ISO 9000 series.
- b) Can you manage your own Quality conformance basing upon ISO 9001:2008? (12,4)
- X. a) What is the significance of six sigma? Explain the agenda of 1.5 % deviation in six sigma literature. Chart a defect rate correspondence with that of six sigma level.
- b) Defend in 5 lines that six sigma is better/not better than TQM. (10,6)

x-x-x