

2053

B. Voc. (Retail Management) Sixth Semester  
GC-602: Total Quality Management  
(Common for all B. Voc.)

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt the following:-

- a) State two key principles of 'Quality Planning'.
- b) Describe two major barriers to TQM implementation.
- c) Write the various dimensions of service quality.
- d) What is the usage of BPR in Quality Excellence?
- e) Define 'PDSA Cycle'.
- f) Examine in brief the benefits of 'Quality Auditing'.
- g) Write the need of 'Quality Systems' in an organization.
- h) Define 'Quality Function Deployment'.

(8x2)

**UNIT - I**

- II. a) Define 'Quality'. Examine the various dimensions of quality.  
b) Write a detailed note on "Quality Costs and its analysis" stating its objective and detailed methodology.

(2x8)

- III. Examine in detail the objectives, importance and detailed framework of Total Quality Management citing requisite principles thereof.

(16)

**UNIT - II**

- IV. Define 'Quality Councils'. Examine its contribution in promoting and maintaining quality standards citing the examples of some councils and visions thereof.

(16)

- V. a) Examine the three tenets of 'Juran Trilogy' for quality excellence.

- b) Describe the Genesis of 5S Kaizen and its essentials components thereof.

(2x8)

P.T.O.

(2)

**UNIT - III**

- VI. Write a detailed note on benchmarking citing the essential steps, objectives and various types including internal, competitive and industry benchmarking. Examine the advantages and limitations of each types of benchmarking. (16)
- VII. Write short note on following:
- a) Significance of Taguchi Quality Loss Function in Quality Control and Management
  - b) Importance of Total Productive Maintenance in maximizing the productivity of equipments (2x8)

**UNIT - IV**

- VIII. "Meeting customer expectation is the biggest challenge for the businesses as customer preferences and expectation can change rapidly". Elucidate the statement in the light of emerging challenges of quality. (16)
- IX. Write short note on following:-
- a) Objectives of Quality Auditing
  - b) Role of ISO 9000:2000 in improving organizational performance (2x8)

x-x-x