

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit. All questions carry equal marks.

x-x-x

UNIT – I

- I. Explain the evolution of Total Quality Management (TQM). Discuss the aims, objectives, and benefits of implementing TQM in an organization.
- II. Describe the typical phases of implementing TQM in an organization. What are the critical steps involved, and what challenges might an organization face during these phases?
- III. How does statistical process control (SPC) contribute to TQM? Explain the use of control charts and histograms in monitoring and controlling quality processes.
- IV. What is the role of continuous improvement in TQM? Discuss the principles of continuous improvement and how organizations can manage processes to sustain improvements over time.
- V. Discuss the significance of customer focus in TQM. Describe the steps involved in customer analysis and the methods used to gather customer inputs and measure customer satisfaction.

UNIT - II

- VI. Explain the role of TQM in the marketing function. How can quality in marketing and sales processes contribute to organizational excellence?
- VII. What is Statistical Process Control (SPC) and how is it applied in TQM? Discuss its role in ensuring quality in manufacturing and service processes.

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- VIII. Explain the role of quality circles and self-managing teams in promoting a culture of quality within an organization. What are the benefits and challenges of implementing such teams?
- IX. Analyze the concept of Total Employee Involvement in TQM. How do practices such as delegation, empowerment, and communication enhance employee participation in quality initiatives?
- X. Discuss the ISO 9000 series of standards. What is the relevance of ISO 9001:2000 in TQM, and what are the key elements required for certification?

x-x-x