

2122

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. All questions carry equal marks.

x-x-x

UNIT – I

- I. Describe how the golden rule does or does not influence each of the six concepts of TQM.
- II. Explain Deming's 14 points and describe how you would achieve or implement them with the relevant example.
- III. Who is a customer? What is the customer perception of Quality? Explain with a relevant example.
- IV. Explain Maslow's Hierarchy of needs with a relevant example. What is Herzberg's two-factor theory?
- V. What is a Juran trilogy? Explain in detail with a relevant example.

UNIT - II

- VI. What is PDSA cycle? Explain seven steps of problem-solving method with a relevant example.
- VII. Explain ten principles suggested by Dr Kaoru to ensure quality products and services to eliminate unsatisfactory conditions between the customer and the supplier.
- VIII. What are the objectives of Performance measures? What are the various methods to measure the performance? Explain with a suitable example.

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- IX. Explain Malcolm Balridge National Quality Award with award criteria framework in detail. Explain key characteristics of the criteria.
- X. Efficiency has defined as "doing things better" and effectiveness as "doing better things." Describe how benchmarking can be used to improve both efficiency and effectiveness.

x-x-x