

2072

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 any four the following:-

- a) What do you understand by the term "Quality planning"? Explain with examples.
- b) Explain briefly Business Process Reengineering (BPR) in TQM.
- c) What are various dimensions of Quality?
- d) Briefly explain Total Productive Maintenance.
- e) Define Quality. How is TPM different from TQM? (4x4)

UNIT - I

- II. Define TQM. Explain basic concepts of TQM. (16)
- III. What are various principles of TQM? (16)

UNIT - II

- IV. Explain in detail Continuous Process Improvement methods (Kaizen, Juran trilogy and 5S only). (16)
- V. Explain any two of the following concepts in detail:-
 - a) Customer perception and satisfaction
 - b) Customer retention
 - c) Customer Complaints (2x8)

UNIT - III

- VI. What is Quality Function Deployment (QFD)? Also explain various benefits of this function. (16)
- VII. Explain the concept of Benchmarking. Also, discuss the reasons related to benchmarking concept.

UNIT - IV

- VIII. What are various latest challenges pertaining to Quality? (16)
- IX. Define Quality System. Explain its elements and implementation of Quality System. (16)

x-x-x