2021
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. Which of the gurus would be the father of quality control? Which had the greatest impact on management? Which is noted for robust design? Explain Quality council and Quality planning. (16)

II. Mr. Ram has recently established a Bakery in Delhi. He has received complaints from customers that the Party Cakes are not delivered on time. After a detailed analysis, he came up with the following causes for the delayed delivery of party cakes:

1. Frequent breakdowns of machine

2. Few skilled workers to bake cakes

3. Inappropriate procedures

4. Unavailability of materials

5. Heavy pressure from supervisor

6. Miscommunication between salesmen and Chef.

7. Poor transportation

Advice Mr. Ram explaining the importance of Fishbone diagram and draw a diagram by showing causes under four heading such as Machinery, People, Methods and Materials. (16)

III. a) List and explain the six most important factors that influence consumer purchases.

b) How does employee satisfaction relate to customer satisfaction? (2x8)

IV. a) Give an example of Plan-Do-Study-Act (PDSA) cycle in your personal life and in your work experiences.

b) Explain Malcolm Baldrige National Quality Award with a example. (2x8)

V. a) What are the advantages to using benchmarking as an improvement tool? What are the disadvantages?

b) What is a critical success factor? How is it important in benchmarking? (2x8)

P.T.O.

UNIT – II

VI. a) What are the advantages and disadvantages of virtual teams?

b) Has e-Commerce grown quickly in last 10 years? What is the impact of Covid-19 on e business? Explain with an example. (2x8)

VII. Describe the purpose of an ISO 9000 quality system with a relevant example. List five benefits that could be realized by implementing an ISO 9000 quality system. (16)

VIII. What is Quality Function Deployment? Explain in detail with a relevant example. How QFD is helpful to capture the voice of the customer and organize the information? (16)

IX. Explain Product Development Flow Diagram for Sequential Product Development as well as for Quality by design Product Development. (16)

X. a) List the five levels in Maslow's hierarchy of needs and describe each level.

b) How do recognition and reward affect motivation? (2x8)

x-x-x