

2071

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

Time allowed: 3 Hours

Max. Marks: 80

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

x-x-x

I. Attempt any four the following:-

- a) What are various principles of TQM.
- b) Mention the 3 pillars given by Joseph Juran.
- c) How to implement quality system in business?
- d) What do you mean by waste elimination?
- e) Importance of customer feedback in quality management. (4x4)

**UNIT - I**

II. Explain the following:-

- a) What are quality costs? What efforts are required to reduce poor quality?
- b) Explain the basic concepts of TQM (2x8)

III. How will you define quality? Write the dimensions of quality and explain continuous process improvement in detail. (16)

**UNIT - II**

IV. What is the role of customer perception and satisfaction in TQM? (16)

V. Explain the following:-

- (a) Quality Council and Statements
- (b) Supplier partnership (2x8)

**UNIT - III**

VI. Explain the statistical method of Taguchi Loss Function with role of quality function deployment in service design (16)

P.T.O.

(2)

- VII. Enlist the different commonly used tools for benchmarking. (16)

**UNIT - IV**

- VIII. Explain various standards introduced by International Standard Organization. (16)

- IX. "For Customer, quality is the top priority". Comment. (16)

*x-x-x*