

# CBGS SCHEME

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15ME664

## Sixth Semester B.E. Degree Examination, Aug./Sept.2020 Total Quality Management

Time: 3 hrs.

Max. Marks: 80

*Note: Answer any FIVE full questions, choosing ONE full question from each module.*

### Module-1

- 1 a. What are the obstacles for TQM implementation? (04 Marks)  
b. Compare TQM with old culture by considering various quality elements. (04 Marks)  
c. List various Gurus of TQM and their significant contributions. (08 Marks)

OR

- 2 a. How do you classify the ISO 9001 clauses? Explain the model of a process-based quality Management system. (10 Marks)  
b. What is BIS? Why do we go for third-party registration system? (03 Marks)  
c. List the ISO 9000 series of standards and their uses. (03 Marks)

### Module-2

- 3 a. List the seven steps to strategic planning. (02 Marks)  
b. Explain Deming's 14 points. (14 Marks)

OR

- 4 a. How do you achieve an effective communication system? (04 Marks)  
b. What are the root causes of unethical behaviour? (06 Marks)  
c. Discuss the various roles of TQM leaders. (06 Marks)

### Module-3

- 5 a. With a neat sketch explain Teboul model. (04 Marks)  
b. Explain with a neat sketch the Kano model which conceptualizes customer requirements. (10 Marks)  
c. Discuss the importance of customer feedback for an organization. (02 Marks)

OR

- 6 a. Explain the hierarchy of needs developed by Abraham Maslow with a neat sketch. (06 Marks)  
b. Explain how employee involvement improves quality and increases productivity. (06 Marks)  
c. Write a brief note on gainsharing. (04 Marks)

### Module-4

- 7 a. With a neat sketch show the various phases of continuous process improvement cycle. (04 Marks)  
b. What is Kaizen? Discuss its uses. (08 Marks)  
c. Explain Juran's trilogy. (04 Marks)

OR

- 8 a. Explain the purpose of check sheets with an example. (04 Marks)  
b. With a neat sketch explain cause-and-effect diagram. (04 Marks)  
c. Explain the procedure for control charts for variables with suitable sketches. (08 Marks)

Module-5

- 9 a. Define benchmarking. List the reasons for benchmark. (04 Marks)  
b. What are the advantages of virtual team? (04 Marks)  
c. Describe the parts of house of quality with a neat sketch. (08 Marks)

OR

- 10 a. What is failure mode and effect analysis? Mention its stages. (05 Marks)  
b. List various product development tools and explain any three. (05 Marks)  
c. Discuss traditional organization structure and information paths with a neat sketch. (06 Marks)

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