

CBCS SCHEME

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15ME664

Sixth Semester B.E. Degree Examination, Jan./Feb. 2021

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. Discuss the contributions of any three Gurus of TQM. (06 Marks)
b. Bring out the potential benefits of TQM. (04 Marks)
c. Briefly explain with the help of a sketch TQM framework. (06 Marks)

OR

- 2 a. List the obstacles associated with TQM implementation and discuss any three. (08 Marks)
b. State the benefits of ISO registration. (04 Marks)
c. Explain how the requirements of ISO 9001 are met. (04 Marks)

Module-2

- 3 a. Justify the need of ethics in an organization and identify the root causes of unethical behavior. (08 Marks)
b. Elaborate the roles of TQM leaders in its implementation. (08 Marks)

OR

- 4 a. List and briefly explain the seven steps to strategic planning. (08 Marks)
b. Emphasize on the importance of communication in an organization. (04 Marks)
c. Discuss on the role of decision making in bringing success to organization. (04 Marks)

Module-3

- 5 a. Explain the need of achieving customer satisfaction. (04 Marks)
b. State the benefits of customer feedback and explain the actions to be taken to handle customer complaints. (08 Marks)
c. Emphasize on the importance of customer retention. (04 Marks)

OR

- 6 a. Explain the process of translating needs of customer into requirements (08 Marks)
b. Discuss the need of motivation and brief on the role of recognition and reward in motivating employee. (08 Marks)

Module-4

- 7 a. Briefly discuss about the process improvement strategies. (08 Marks)
b. List the factors on which kaizen improvement focuses. (04 Marks)
c. Briefly explain the concept of reengineering. (04 Marks)

OR

- 8 a. With relevant example explain the construction of cause and effect diagram. (08 Marks)
b. Quoting examples explain control chart and histogram. (08 Marks)

Module-5

- 9 a. List the reasons for benchmarking and elaborate on the steps involved in benchmarking process. (08 Marks)
b. State the importance of voice of customer and explain the construction of hence of quality. (08 Marks)

OR

- 10 a. State the benefits of Quality by design. (04 Marks)
b. Outline the steps involved in FMEA. (06 Marks)
c. Write a note on total productive maintenance. (06 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.