

CBCS SCHEME

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15ME664

Sixth Semester B.E. Degree Examination, Jan./Feb. 2023 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. Define Total Quality Management. Briefly explain any three obstacles. (08 Marks)
b. Explain six basic approaches of total quality management and list the benefits of TQM. (08 Marks)

OR

- 2 a. Explain ISO:9000 series of standards. (08 Marks)
b. List out the benefits of ISO registration. (08 Marks)

Module-2

- 3 a. List all Deming philosophies. Explain any three of them. (09 Marks)
b. Explain seven steps involved in strategic planning. (07 Marks)

OR

- 4 a. Explain the seven habits of highly effective people. (07 Marks)
b. Explain the types and importance of communication in industries. (05 Marks)
c. Briefly explain quality statements. (04 Marks)

Module-3

- 5 a. Explain customer perception of quality. (06 Marks)
b. Explain any two of the following : (10 Marks)
(i) Feedback
(ii) Service quality
(iii) Kano model

OR

- 6 a. Explain any one of the following : (05 Marks)
(i) Maslow's Hierarchy of needs
(ii) Herzberg's two factor theory
b. Explain the three conditions for empowerment. (06 Marks)
c. List out any five benefits of employee involvement. (05 Marks)

Module-4

- 7 a. Explain Juran Trilogy. (06 Marks)
b. Explain problem solving method with block diagram. (06 Marks)
c. Describe six sigma concepts. (04 Marks)

OR

- 8 a. Briefly explain seven statistical process control tools. (07 Marks)
b. Explain control charts for variables. (05 Marks)
c. Explain scatter diagrams with an example. (04 Marks)

Module-5

- 9 a. Explain the bench marking process. (08 Marks)
b. Explain quality function deployment. Mention the benefits. (08 Marks)

OR

- 10 a. Explain the following :
(i) Quality by design (08 Marks)
(ii) Failure mode and effect analysis
b. Describe :
(i) Information Technology (08 Marks)
(ii) Total Productive Maintenance
