

CBCS SCHEME

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15ME664

Sixth Semester B.E. Degree Examination, June/July 2018

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 TQM. List out the six basic approaches to TQM. (04 Marks)
b. Sketch and explain TQM framework. (08 Marks)
c. Define quality and brief on historical review of quality control. (04 Marks)

OR

- 2 a. Explain briefly the contribution of Guru's of TQM. (07 Marks)
b. What are the obstacles associated with the implementation of TQM? Explain any five. (05 Marks)
c. What are the benefits of TQM? (04 Marks)

Module-2

- 3 a. List seven habits of highly effective people. (02 Marks)
b. Explain Deming's 14 points. (14 Marks)

OR

- 4 a. Explain the characteristics of quality leaders. (06 Marks)
b. Explain the role of TQM leaders. (10 Marks)

Module-3

- 5 a. Explain customer perception of quality. (06 Marks)
b. With a neat sketch, explain how a KANO model helps in translating needs into requirements. (10 Marks)

OR

- 6 a. What is motivation? Explain Maslow's hierarchy of needs with a block diagram. (10 Marks)
b. Brief on performance appraisal. (06 Marks)

Module-4

- 7 a. Sketch the continuous process improvement cycle. (03 Marks)
b. Brief on PDSA cycle with a sketch. (03 Marks)
c. Sketch and explain Juran's trilogy. (10 Marks)

OR

- 8 Explain the following briefly with necessary diagrams:
a. Pareto diagram
b. Process flow diagram
c. Cause - and - effect diagram
d. Scatter diagrams.

(16 Marks)

Module-5

9 Discuss briefly the following quality management tools:

- a. Nominal group technique
- b. Why Why analysis
- c. Affinity diagram
- d. Activity network diagram.

(16 Marks)

OR

- 10 a. What is Benchmarking? Explain the process of benchmarking.
b. What are the advantages of quality of design?
c. Discuss the 4-stages of Failure mode effect analysis.

(08 Marks)

(04 Marks)

(04 Marks)

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