

# GBCS SCHEME

USN

--	--	--	--	--	--	--	--	--	--

15ME664

Sixth Semester B.E. Degree Examination, June/July 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 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. Explain briefly the seven characteristics of effective people. (07 Marks)  
b. List out Deming's 14 points of TQM philosophy and explain any three. (09 Marks)

OR

- 4 a. What is Quality Council? List out its duties. (06 Marks)  
b. Explain seven steps for strategic planning. (10 Marks)

### Module-3

- 5 a. With a neat sketch, explain Kano – Model. (08 Marks)  
b. State and explain Elements of customers service. (08 Marks)

OR

- 6 a. Explain Maslow's hierarchy of needs. (08 Marks)  
b. Define : Motivation, Performance, Reward, Recognition, Empowerment, Gainsharing, Teams, Union. (08 Marks)

### Module-4

- 7 a. Explain PDCA cycle for continuous improvement. (08 Marks)  
b. Explain : i) Juran Trilogy ii) Kaizen principles (08 Marks)

OR

- 8 a. Explain Pareto diagram, Scatter diagram and Cause-Effect diagram. (09 Marks)  
b. What are control charts? Explain their importance, construction for TQM organization. (07 Marks)

### Module-5

- 9 a. With a neat sketch, explain Benchmarking Concept. (08 Marks)  
b. Define QFD. With a neat sketch, explain 4 phases of QFD process. (08 Marks)

OR

- 10 a. Sketch the concept of Quality by Design and list the benefits of Quality by design. (08 Marks)  
b. Define FMEA. List the stages of FMEA. (08 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.