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Seventh Semester B.E. Degree Examination, December 2010
Total Quality Management

Time: 3 hrs.

Max. Marks:100

**Note: Answer any FIVE full questions, selecting
at least TWO questions from each part.**

PART – A

- 1 a. Define "TQM". Mention the six basic approaches to TQM and explain briefly any two. (09 Marks)
- b. Explain briefly the historical review of quality control. (06 Marks)
- c. Mention any ten benefits which can be obtained by application of TQM in an organization. (05 Marks)

- 2 a. Write a note on the contribution of : (i) Dr. Deming , (ii) Dr. Taguchi to TQM. (06 Marks)
- b. Mention any eight points of Deming's philosophy. Explain briefly any two of them. (08 Marks)
- c. Explain briefly Turan's trilogy. (06 Marks)

- 3 a. Define the three quality statements of an organization. (06 Marks)
- b. Explain briefly the concepts of quality costs. (07 Marks)
- c. Define strategic planning. Explain briefly the seven steps towards strategic planning. (07 Marks)

- 4 a. Explain briefly the W-V model of continuous improvement. (04 Marks)
- b. Write a brief note on seven standard quality steps of improvement. (07 Marks)
- c. Briefly explain the application of proactive improvement (three stages and nine steps) in product development. (09 Marks)

PART – B

- 5 a. Explain briefly the concepts of "Kaizen". (06 Marks)
- b. Define benchmarking. Explain the reasons for benchmarking and the benchmarking process. (09 Marks)
- c. Explain "5S" concepts. (05 Marks)

- 6 a. Define QFD. Explain the benefits from application of QFD to an organization. (06 Marks)
- b. Define "quality by design". Draw the product development flow diagram for sequential engineering and quality by design. (07 Marks)
- c. Briefly explain the design FMEA documentation procedure. (07 Marks)

- 7 a. Mention the five important benefits of ISO 9000 certification. (05 Marks)
- b. Mention the 14 steps necessary in implementing a quality management system. (07 Marks)
- c. Briefly explain the requirements of ISO 9001. (08 Marks)

- 8 Write short notes on the following: (10 Marks)
- a. ISO 14000
- b. Product acceptance control
- c. Process FMEA
- d. Documentation of QMS system. (10 Marks)

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

