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Seventh Semester B.E. Degree Examination, June / July 2014
Total Quality Management

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FIVE full questions, selecting
atleast TWO questions from each part.
2. Draw sketches wherever necessary.**

PART - A

- 1 a. Define TQM. Explain the TQM framework. (05 Marks)
b. Mention the six basic approaches to TQM and explain any two. (10 Marks)
c. List any ten benefits of TQM. (05 Marks)
- 2 a. Name TQM Gurus and explain the contributions of any two TQM Gurus in the field of TQM. (08 Marks)
b. List the 14 points of Deming's Philosophy. (07 Marks)
c. Explain Juran's quality trilogy for continuous improvement. (05 Marks)
- 3 a. Explain the characteristics of Quality leaders. (06 Marks)
b. Define strategic planning and explain the important guidelines for strategic planning. (06 Marks)
c. Define Quality costs. Explain briefly the three types of quality costs. (08 Marks)
- 4 a. With the help of WV model, explain the three types of continuous improvement. (08 Marks)
b. Discuss the seven tools of quality in reactive improvement. (07 Marks)
c. Explain the standard steps in proactive improvement. (05 Marks)

PART - B

- 5 a. What is Bench marking? Mention the advantages of Bench marking. (06 Marks)
b. Define Re – engineering and explain the three phases (3Rs) of Re – engineering. (08 Marks)
c. Write short notes on any two :
i) 5S ii) 3M iii) Poka – Yoke. (06 Marks)
- 6 a. With the help of flow diagram, explain the four phases of QFD process. (08 Marks)
b. Define "Quality by Design". Draw product development flow diagrams for sequential engineering and quality by design. (07 Marks)
c. List the benefits of design FMEA and process FMEA. (05 Marks)
- 7 a. Mention any five benefits of ISO – 9000 certification. (05 Marks)
b. List the 14 steps necessary for implementing a Quality Management Systems. (07 Marks)
c. Draw the "Documentation Pyramid" diagram and explain the four levels of movement of documents as per ISO – 9000. (08 Marks)
- 8 a. What is meant by 'Product Acceptance Control'? State the differences among single, double and multiple sampling plans. (07 Marks)
b. What factors are to be considered while forming lots during product acceptance? Explain. (08 Marks)
c. Mention the advantages and disadvantages of sampling technique. (05 Marks)
