

CBCS SCHEME

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18ME734

Seventh Semester B.E./B.Tech. Degree Examination, Dec.2024/Jan.2025 Total Quality Management

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Define TQM? Explain the basic approaches of TQM. (07 Marks)
- b. Explain with a neat sketch of TQM framework. (06 Marks)
- c. Briefly explain 2 gurus contribution of TQM. (07 Marks)

OR

- 2 a. List various obstacles to TQM and list the various benefits of TQM. (08 Marks)
- b. Explain briefly the quality management system and list out the various benefits of ISO registration. (08 Marks)
- c. Briefly explain the historical review of TQM. (04 Marks)

Module-2

- 3 a. Define leadership. What are the characteristics of quality leader? (08 Marks)
- b. List and briefly explain steps involved in implementing strategic planning. (07 Marks)
- c. Define ethics. What are the root causes of unethical behavior? (05 Marks)

OR

- 4 a. Explain Deming's view on leaderships through his 14 points. (12 Marks)
- b. Define leadership and briefly explain behavior characteristics of successful quality leader. (08 Marks)

Module-3

- 5 a. What is customer satisfaction? What are the perceptions of customer about quality? (07 Marks)
- b. What is customer feedback? Explain different tools used to collect customer feedback. (07 Marks)
- c. What is performance appraisal? Explain the purpose of it. (06 Marks)

OR

- 6 a. Briefly explain Maslow's theory of motivation. (07 Marks)
- b. Explain briefly :
 - i) Empowerment
 - ii) Teams
 - iii) Recognition
 - iv) Suggestion system. (08 Marks)
- c. Explain the importance of unions and employee involvement. (05 Marks)

Module-4

- 7 a. Explain Juran Trilogy, with a neat sketch explain continuous improvement cycle. (08 Marks)
- b. Explain PDSA cycle and write its benefits. (07 Marks)
- c. Explain briefly Kaizen and Reengineering. (05 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.

OR

- 8 a. Explain :
i) Pareto diagram (08 Marks)
ii) Causes and effect diagram. (06 Marks)
b. Explain the control charts for variables and attributes. (06 Marks)
c. Explain briefly scatter diagram and histograms. (06 Marks)

Module-5

- 9 a. Define TPM, and explain types of maintenance of TPM. (06 Marks)
b. Briefly explains Pillers of TPM. (08 Marks)
c. Define QBD. List the advantages of QBD. (06 Marks)

OR

- 10 a. Sketch the concept of QBD (Quality by design) and explain. (08 Marks)
b. Define Environmental Management System (EMS). And what are basic EMS under ISO 14001. (07 Marks)
c. Explain the costs and benefits of EMS. (05 Marks)

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