

**Roll No.**

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**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BBA (SIM) (Sem.-5)**

# TOTAL QUALITY MANAGEMENT

**Subject Code : BBASM-501-18**

**M.Code : 78188**

**Date of Examination : 12-12-2022**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

## SECTION-A

**1) Write briefly :**

- a) What is Quality?
- b) Relationship Marketing.
- c) Benchmarking.
- d) Customer care.
- e) Focus group.
- f) Tools of Quality management.
- g) Juran's Quality Trilogy.
- h) ISO 9000.
- i) Internet audit.
- j) Critical Success Factors.

## **SECTION - B**

### **UNIT-I**

2. How is quality a means to success in a competitive and global environment? Discuss.
3. What is the role of quality councils in implementing TQM? What are the building blocks of TQM?

### **UNIT-II**

4. Discuss the critical success factors for the Six Sigma Project.
5. Discuss the role of the consultant in developing and implementing ISO 9000 quality standards.

### **UNIT-III**

6. Explain the role of Japan in developing the quality concept.
7. Discuss the various TQM tools with an emphasis on the QFD process

### **UNIT-IV**

8. Explain various steps required to implement quality management systems.
9. *“It is not enough to just do your best or work hard. You must know what to work on”*. Elaborate on these lines said by Quality Guru W. Edwards Deming.

**NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.**