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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.