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Question Paper Code : 40330

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2015.

First Semester

BA 7104 — TOTAL QUALITY MANAGEMENT

(Regulation 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define: Cost of Quality.
2. List out the elements of customer service.
3. State the importance of Ishikawa diagram.
4. Write down the aspects of Juran Triology.
5. Differentiate between control limits with specification limits.
6. What do you mean by "Terotechnology"?
7. Define: Benchmarking.
8. List down different types of FMEA.
9. Name any two motivation theory.
10. What do you understand by the term 'Empowerment'?

PART B — (5 × 16 = 80 marks)

11. (a) Illustrate the components of quality statement and its importance with example. (16)

Or

- (b) Describe about the customer perception of quality with appropriate examples. (16)

12. (a) Discuss the fourteen points of Deming's philosophy. (16)

Or

- (b) (i) Explain Taguchi's quality loss function. (8)
(ii) Illustrate the components of Japanese 5S principles. (8)

13. (a) (i) Explain the product life characteristics curve and its importance. (6)
(ii) A system consists of 3 modules. Module-A consist of THREE similar components parallelly connected with individual component reliability of 0.92. Module-B consist of FOUR similar components in series connection with individual component reliability of 0.98. Module-C consist of SIX similar components parallelly connected with individual component reliability of 0.8. All THREE modules are connected in series connection. Draw the configuration and compute system reliability. (10)

Or

- (b) In a casting process, the results of the inspection of 10 lots of 125 items each are given in the following table : (16)

No	1	2	3	4	5	6	7	8	9	10
No of defectives	3	8	9	10	4	6	9	5	6	8

Compute trial control limits, Plot appropriate chart and draw the conclusion.

14. (a) Explain the construction of House of Quality with an example. (16)

Or

- (b) Discuss any FOUR (old) quality tools with examples. (16)

15. (a) Discuss the elements of quality system ISO 9004:2000. (16)

Or

- (b) (i) Explain the duties of quality council. (8)
(ii) Describe the types of Quality Audit. (8)