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18ME734

**Seventh Semester B.E. Degree Examination, July/August 2022**

## **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. Distinguish between total quality management culture and old culture. (12 Marks)  
b. Explain the frame work of total quality management with a neat sketch. (08 Marks)

**OR**

- 2 a. State the requirements for basic approach towards Total Quality Management. (10 Marks)  
b. State the obstacles associated with the implementation of total quality management. (10 Marks)

### Module-2

- 3 a. Explain the benefits of Total Quality Management in detail. (10 Marks)  
b. State Deming's philosophy. (10 Marks)

**OR**

- 4 a. State the seven habits of effective people. Explain any one. (08 Marks)  
b. Explain the steps involved in the implementation of T.Q.M in an organization. (12 Marks)

### Module-3

- 5 a. List and explain the six most important factors that influence a customer purchases. Explain any two. (10 Marks)  
b. Explain the actions an organization can take to handle customer's complaints. (10 Marks)

**OR**

- 6 a. State and briefly explain the various information collecting tools used for listening to the voice of a customer. (12 Marks)  
b. Explain anyone motivation theory. (08 Marks)

### Module-4

- 7 a. State and explain the primary strategies normally used for continuous improvement. (12 Marks)  
b. Write a short notes on Kaizen theory. (08 Marks)

**OR**

- 8 a. Explain P.D.S.A cycle. (10 Marks)  
b. Explain Pareto diagram with a neat sketch. (10 Marks)

### Module-5

- 9 a. State the basic steps involved in the introduction of total productive maintenance in an organization. (10 Marks)  
b. Define quality by design. State its benefits. (10 Marks)

**OR**

- 10 a. With environmental management system model explain its basic approach. (10 Marks)  
b. State and explain the common misconceptions related to the use of quality by design. (10 Marks)

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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.