



CBCS SCHEME

18ME734

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Seventh Semester B.E. Degree Examination, June/July 2023

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. Write about any two Quality Guru's contribution to TQM. (10 Marks)
b. What are the obstacles in TQM implementations? (10 Marks)

OR

- 2 a. What is QMS? Explain different series of ISO 9000 standards. (10 Marks)
b. Draw and explain the TQM Frame Work. (10 Marks)

Module-2

- 3 a. Explain Deming's view on leadership through his fourteen points. (10 Marks)
b. Explain the characteristics of Quality Leader. (06 Marks)
c. Explain different ways of communication. (04 Marks)

OR

- 4 a. Define Ethics. What are the roots causes of unethical behaviour? (10 Marks)
b. Write note on strategic planning. (06 Marks)
c. Explain briefly decision making process. (04 Marks)

Module-3

- 5 a. What is customer satisfaction? What are the perceptions of customer about quality? (10 Marks)
b. Explain Kano-model of conceptualities customer requirements. (10 Marks)

OR

- 6 a. Describe briefly the customer retention. (04 Marks)
b. Explain the role of employee's involvement in customer satisfaction. (08 Marks)
c. Describe recognition and reward. (08 Marks)

Module-4

- 7 a. Explain: (i) Process capability (ii) Six-Sigma (10 Marks)
b. Explain: (i) 5S (ii) Kaizen (10 Marks)

OR

- 8 a. Explain with example cause and effect diagram. (10 Marks)
b. Discuss the control charts for variable and attribute. (10 Marks)

Module-5

- 9 a. What is total productive maintenance? What are its objectives? (08 Marks)
b. Define Quality by Design. What are its key components? (08 Marks)
c. Write note on types of maintenance. (04 Marks)

OR

- 10 a. Define EMS and explain its benefits. (04 Marks)
b. Explain the basic elements of EMS under ISO14001. (08 Marks)
c. Describe the benefit of QSD and its implementation. (08 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.