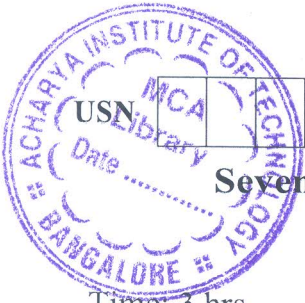


# CBCS SCHEME

18ME734



## Seventh Semester B.E. Degree Examination, June/July 2024 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. Define TQM. Explain how TQM has contributed to the success of Corporate World. (10 Marks)
- b. Explain any one contribution of Kaoru Ishikawa towards the development of TQM. (10 Marks)

OR

- 2 a. What is ISO Quality Management System? Explain few of its advantages. (10 Marks)
- b. Explain the concept of MBNQA (Malcolm Baldrige National Quality Award) with a neat block diagram. (10 Marks)

### Module-2

- 3 a. List and explain various characteristics of TQM Leaders. (10 Marks)
- b. Explain the ethics management program used by Corporate World. (10 Marks)

OR

- 4 a. Explain all 7 stages of strategic planning. (10 Marks)
- b. Explain with an example that has resulted in a good decision and helped a company to grow remarkably. (10 Marks)

### Module-3

- 5 a. What is Customer Satisfaction? What are various customer perception of service quality? (10 Marks)
- b. Explain with an example the KANO diagram to translate needs into requirements. (10 Marks)

OR

- 6 a. Explain different stages of Team development. (10 Marks)
- b. Explain how performance appraisal can support an organisation for its growth. (10 Marks)

### Module-4

- 7 a. Explain Juran's trilogy for improvement of process. (10 Marks)
- b. Explain 7 Quality control tools. (10 Marks)

OR

- 8 a. Explain the various cases of declaring a process out of control even though the points are within 2 control limits. (10 Marks)
- b. Explain various caused of variation in a process and what charts are used to plot these variations. (10 Marks)

Module-5

- 9 a. Explain different types of maintenance. (10 Marks)  
b. Explain 5 'S' concept of TPM. (10 Marks)

OR

- 10 a. Explain the concept of Quality by design, with a neat block diagram. (10 Marks)  
b. Define EMS. Why EMS is important in present context? Explain. (10 Marks)

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