USN ☐☐☐☐☐☐☐☐☐☐ **21ME732**

Seventh Semester B.E./B.Tech. Degree Examination, June/July 2025
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 six basic concepts of TQM.	**(10 Marks)**
	b.	Explain contribution made by any two Guru's.	**(10 Marks)**

OR

2	a.	Draw and Explain the TQM. Framework.	**(10 Marks)**
	b.	What is QMS ? Explain different services of ISO 9000 standards.	**(10Marks)**

Module-2

3	a.	Explain the role of TQM leaders.	**(10Marks)**
	b.	List Deming's 14 points and Explain any one.	**(10 Marks)**

OR

4	a.	Explain briefly the seven characteristics of effective people.	**(10 Marks)**
	b.	What are the duties of Quality Control.	**(10 Marks)**

Module-3

5	a.	State and explain elements of customers service.	**(10 Marks)**
	b.	Explain with neat sketch the Kano Model.	**(10 Marks)**

OR

6	a.	Define the following : i) Motivation ii) Employee surveys iii) Empowerment iv) Reward v) Teams.	**(10Marks)**
	b.	Explain the role of employee's investment in customer satisfaction.	**(10Marks)**

Module-4

7	a.	Explain cause and effect diagram with an Example.	**(10 Marks)**
	b.	Sketch and Explain Juran's Triology.	**(10 Marks)**

OR

8	a.	Write note on i) Six- Sigma ii) Reengineering.	**(10Marks)**
	b.	Explain PDSA cycle for continuous improvement with a neat figure.	**(10 Marks)**

Module-5

9   a.   Define Quality by design ? What are its key components ?   (10 Marks)
    b.   List and Explain the steps involved in introduction of TPM.   (10 Marks)

OR

10 a.   Explain the basic elements of EMS under ISO 14001.   (10 Marks)
    b.   Which are the 8 pillars of TPM ? Describe them with a neat sketch.   (10 Marks)

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