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Question Paper Code : J1113

M.B.A.DEGREE EXAMINATION, FEBRUARY/MARCH 2018.

Second Semester

DBA 7206 — QUALITY MANAGEMENT

(Common to General Mgt., Technology Mgt, Operations Mgt., Marketing Mgt.,
Human Resource Mgt., Financial Services Mgt.,)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is customer perceived quality?
2. What are the dimensions of quality?
3. What are the contributions of Ishikawa?
4. What is quality circle?
5. What do you mean by six sigma?
6. What is BPR?
7. What are the objectives of QFD?
8. List the stages of FMEA?
9. What are the duties of the Quality Council?
10. What is quality audit?

PART B — (5 × 13 = 65 marks)

11. (a) (i) Why to measure quality costs? Classify the various types of quality costs and give examples.
- (ii) What are the customer perceptions of quality? Explain.

Or

- (b) Explain the dimensions of product and service quality.

12. (a) Explain Deming's fourteen principles for— Quality Management. How do you feel that these will be useful in today's context in service Industry?

Or

- (b) Elaborate the Japanese 5s as applicable to services.
13. (a) Describe the process of Business Process Improvement and their merits and demerits.

Or

- (b) Explain in detail the concept of Business process Re-engineering.
14. (a) Examine the application of old and new tools meant for service quality.

Or

- (b) A copying company receive a lot of complaints about poor quality photo copies. Analyse this problem through a fish-bone diagram.
15. (a) Explain guidelines for performance improvement.

Or

- (b) Describe the TQM framework, and its culture in the organization.

PART C — (1 × 15 = 15 marks)

16. (a) The Taguchi loss function for a certain component is given by $L(X) = 7500(X-N)^2$, where X = the actual value of a critical dimension and N is its Nominal value. Company Management has decided that the maximum loss that can be accepted is Rs. 400. If the nominal dimension is 35.00 mm. Find the tolerance limits.

Or

- (b) Explain the concept of signal to Noise ratio.

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Question Paper Code : BS2113

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017.

Second Semester

DBA 7206 — QUALITY MANAGEMENT

(Common to – General Mgt, Technology Mgt, Operations Mgt, Marketing Mgt,
Human Resource Mgt, Financial Services Mgt.)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What do you understand by Vision and Mission statements in a TQM enabled Firm?
2. List out any four examples of 'Internal Failure Costs' for a Firm.
3. What do you understand by the term KAIZEN?
4. List out any four disciplines as described in the '8 D' Methodology
5. What do understand by the term Terotechnology?
6. Narrate the formula for calculating the Failure Rate in Reliability Management.
7. How does Generic benchmarking differ from Competitive benchmarking?
8. What is a Histogram?
9. What is and to whom is the Malcolm Baldrige National Quality Awards given?
10. List out any four duties of Quality Council of a Firm involved in TQM.

PART B — (5 × 13 = 65 marks)

11. (a) Explain the following with suitable examples wherever necessary:
- (i) Framework of TQM (use a diagram) (7)
 - (ii) Quality Dimensions of Products. (6)

Or

- (b) Explain the following with suitable examples wherever necessary:
- (i) Quality Policy of a TQM Firm. (6)
 - (ii) Cost of Quality (Use a Graph). (7)
12. (a) Explain the following with suitable examples wherever necessary:
- (i) Taguchi's Quality Loss Function (QLF) (Use a diagram) (7)
 - (ii) Deming's Principles on Quality Management. (6)

Or

- (b) Explain the secrets and steps towards establishing a successful Quality Circle (QC) Program in a Firm. (13)
13. (a) Explain the following with suitable examples wherever necessary:
- (i) Acceptance Sampling and the Sampling Plan. (7)
 - (ii) TPM (Total Productive Maintenance) Vs. TQM (6)

Or

- (b) Explain the following with suitable examples wherever necessary :
- (i) Steps for constructing an ideal Control Chart for Variables. (7)
 - (ii) Six Phases in BPR application process. (6)
14. (a) List out all the seven Old Statistical Tools for enabling Quality in Firms and explain any three of them with relevant charts or diagrams. (13)

Or

- (b) Explain the following with suitable examples wherever necessary
- (i) POKA YOKE (Salient features) (6)
 - (ii) FMEA (Types and Process steps) (7)
15. (a) Explain the sequential steps and stages involved in ISO 9000 certification for Indian Firms, right from application to final certification. (13)

Or

- (b) Explain the following with suitable examples wherever necessary:
- (i) Methods for enabling TQM culture. (7)
 - (ii) Role of Leadership in TQM implementation. (6)

PART C — ($1 \times 15 = 15$ marks)

16. (a) You have recently joined as Manager, Quality Control in a leading Electric Car manufacturing Factory, near Chennai established in 2014. Now (as instructed by your GM) design, construct, display and submit a model House Of Quality (HOQ) as a Report for your Firm for its new 'single battery car' Model to be released in 2017. Your HOQ Report on the new Model Car must incorporate the HOQ steps, stages and methods with suitable diagrams, to enable and Implement the QFD concept successfully.

Or

- (b) Assume your new role as Manager for Quality Development in a premier PC and Laptop manufacturing Co at Bangalore, wherein your CEO has recently Instructed you to submit a report on enabling, establishing and conducting innovative Quality Circle (QC) programs in your firm. As required, submit a comprehensive Action Plan Report on QC suggesting at least two ideal QC programs for your Firm, duly highlighting the nature of the problems, QC Teams design, scouting for right solutions and implementation steps. Relevant data if necessary can be assumed.
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Question Paper Code : JK4113

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2017.

(For Academic Year – 2015 – New Question Paper Pattern)

Second Semester

DBA 7206 – QUALITY MANAGEMENT

Common to – General Mgt. Technology Mgt, Operations Mgt, Marketing Mgt,
Human Resource Mgt, Financial Services Mgt

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What do you understand by the term 'cost of quality'?
2. State the importance of customer focus.
3. What is 8D methodology?
4. What are the limitations of quality circle?
5. What are the basic principles of reengineering?
6. Define process capability.
7. What is FMEA?
8. What are the benefits of QFD?
9. What is quality audit?
10. Define employee empowerment.

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the requirement for policy statement in the current business situations. Explain vision statement.

Or

- (b) Explain the customers' perception of quality. Explain the dimensions of product and service quality.

12. (a) Explain the contributions of Juran to the quality movement.

Or

- (b) Describe the steps to be followed in 5S implementation.
13. (a) Describe the principles of six sigma. Explain its applications in small organisation.

Or

- (b) Briefly explain reliability in series and parallel and also explain the different regions of a product life characteristics curve with a neat sketch.
14. (a) Explain the process of implementing Poka Yoke. Explain HOQ.

Or

- (b) Describe the new seven tools of quality and their applications.
15. (a) Describe how a quality award can be planned and the elucidate the formalities to be followed.

Or

- (b) Explain about the documentation process in ISO 9004-2000 systems.

PART C — (1 × 15 = 15 marks)

16. (a) 'Total Quality Management has lost its importance. Total Productive Maintenance has taken over it' – Discuss. Justify your argument with industrial examples.

Or

- (b) The manager of a hotel is concerned about the number of complaints he receives from the customer. In order to initiate corrective measures, he wants to prepare the most important problems using Pareto diagram. Discuss how the manager should carry out the above in order to initiate corrective measures.

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Question Paper Code : KJ1113

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2017.

Second Semester

DBA 7206 — QUALITY MANAGEMENT

(Regulations 2013)

(Common to – General Mgt, Technology Mgt, Operations Mgt, Marketing Mgt,
Human Resource Mgt, Financial Services Mgt)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is meant by quality management?
2. What is cost of quality?
3. Give the meaning of quality circle.
4. What is meant by parameter and tolerance design?
5. State the meaning of process capability.
6. Define Tero technology.
7. What is House of quality?
8. What is meant by Bench marking?
9. Write a note on Quality Audits.
10. Write the meaning of empowerment.

PART B — (5 × 16 = 80 marks)

11. (a) Elaborately discuss about the TQM frame work.

Or

- (b) Discuss the dimensions of product and service quality.

12. (a) Explain the contribution of Deming and Juran Crosby.

Or

- (b) Describe the Japanese 5S principles and 8D methodology.

13. (a) Discuss the meaning and significance of statistical process control.

Or

- (b) Explain the reengineering process.

14. (a) What is FMEA? Explain its stages.

Or

- (b) Explain the seven old statistical tools and seven new management tools.

15. (a) Explain the quality management systems in detail.

Or

- (b) Write in detail about the guidelines for performance improvement.

[illegible]

Question Paper Code : K1113

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2016.

Second Semester

DBA 7206 — QUALITY MANAGEMENT

(Common to General Management, Technology Management, Operations Management, Marketing Management, Human Resource Management, Financial Services Management)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. State the dimensions of quality.
2. Define serviceability.
3. Define Kaizen.
4. Define 8D.
5. What is acceptance sampling?
6. Define terotechnology.
7. What is voice of customer?
8. State the importance of cause-effect diagram.
9. What is QMS?
10. What does council on quality and leadership perform?

PART B — (5 × 16 = 80 marks)

11. (a) What is total quality management? Explain the benefits of TQM.
- Or
- (b) What is meant by cost of quality? Explain the components of cost of quality.

12. (a) Explain the views of Phillips Crosby towards quality management.

Or

- (b) How a successful quality circle programme can be established in an industry?

13. (a) (i) State the importance of product life cycle curve. Explain it with a relevant figure.
(ii) What is reliability? Discuss reliability in serial and parallel connection systems.

Or

- (b) Explain in detail the steps involved in re-engineering. Also detail the principles and applications of re-engineering.

14. (a) What is QFD? How a house of quality is built? Explain exhaustively.

Or

- (b) Enumerate the seven new management tools required to build a quality product/ process.

15. (a) How does certification process function in quality management? Elucidate.

Or

- (b) What is empowerment? Explicate the conditions necessary for implementing empowerment in an organization.

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Question Paper Code : J1193

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2016.

(From Academic Year – 2015 – New Question Paper Pattern)

Second Semester

DBA 7206 — QUALITY MANAGEMENT

(Common to General Mgt, Technology Mgt, Operations Mgt, Marketing Mgt, Human Resource Mgt, Financial Services Mgt)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Total Quality Management.
2. Write brief note on Customer Perception of Quality.
3. List out the objectives of Quality Circle.
4. Write short note on Quality Loss Function.
5. What are the advantages of Statistical Process Control?
6. Define Reliability.
7. State the benefits of QFD.
8. Mention the stages in FMEA.
9. Write short note on Quality Council.
10. What do you mean by TQM Culture?

PART B — ($5 \times 13 = 65$ marks)

11. (a) Describe about the Vision, Mission and Policy Statement of a business organization.

Or

- (b) Discuss in detail about the Dimensions of Product and Service Quality.

12. (a) Illustrate the contributions of Deming with suitable example.

Or

- (b) Describe about the 5S principles and 8D methodology.

13. (a) Discuss about the functional significances of \bar{x} -bar and R Charts.

Or

- (b) Explain about the process of Business Process Re-engineering with suitable examples.

14. (a) Explain in detail about the Seven Old Statistical Tools.

Or

- (b) Describe about Benchmarking and POKA YOKE.

15. (a) 'ISO 9004:2000 is one of the effective Quality Management Systems' – Justify.

Or

- (b) Briefly describe about Employee Involvement, Motivation, Empowerment, Recognition and Reward.

PART C — ($1 \times 15 = 15$ marks)

16. (a) A process had mean 41.5 and standard deviation 0.92. If the Upper and Lower specification limit for the processes are 47 and 39. Calculate the process capability and process capability indices for the process at six sigma level.

Or

- (b) Narrate the process of conducting Quality Audit in a manufacturing firm and usage of various control charts.

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Question Paper Code : S1113

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2016.

Second Semester

DBA 7206 — QUALITY MANAGEMENT

(Common to General Mgt, Technology Mgt, Operations Mgt, Marketing Mgt, Human Resource Mgt, Financial Services Mgt)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. When do you think Customer is king' concept fails?
2. Expand SMART goals.
3. What is S/N ratio?
4. What are the challenges of quality circle implementation?
5. What is the Principle behind BPR?
6. List the advantages of using terotechnology in maintenance management.
7. Distinguish between process FMEA and design FMEA.
8. What are the fatal pitfalls associated with benchmarking?
9. List the challenges of quality audit in IT organizations.
10. What is the role of safety and quality Councils?

PART B — (5 × 16 = 80 marks)

11. (a) From Vision to Action Plans —using quality management principles prepare the management documents for the above. Justify the process Using the definition or principle of any one management guru. (16)

Or

- (b) Enumerate the characteristics of quality costs and types. Using examples explain the Costs associated with internal and external failure costs. (16)

12. (a) Compare and contrast the philosophies/principles of Deming, Crosby, Imai, Ishikawa. (16)

Or

- (b) Write short notes of Japanese 5S principle and 8D methodology. How can these be implemented in an electronics firm? (16)
13. (a) (i) What is process capability? Define C_p and C_{pk} . Why should it be measured? (8)
- (ii) Justify how six sigma can be used continuous quality improvement. (8)

Or

- (b) (i) Explain the terms failure rate, failure density, system availability and downtime. (6)
- (ii) What will be the probability of failure, reliability for a constant failure model, linearly increasing failure model and Weibull model. (10)
14. (a) Prepare a QFD to capture the voice of the customers for an automobile company that manufactures cars. Translate it to design and process features. Highlight the inferences you will draw from your case. (16)

Or

- (b) Explain the old QC tools and new management tools with examples. (16)
15. (a) What is the role of human relations in implementing an effective OMS. (16)

Or

- (b) Give a detailed account of the clauses of ISO 9004:2000 series certifications with details about the sub-process and the requirements to conformity. What is the latest certification in this series of ISO 9000 family? (16)

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Question Paper Code : 80113

M.B.A. DEGREE EXAMINATION, AUGUST 2015.

Second Semester

DBA 7206 — QUALITY MANAGEMENT

(Common to General Management, Technology Management,
Operations Management, Marketing Management, Human Resource Management,
Financial Services Management)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Frame a quality vision and mission statement for an IT organisation.
2. Define Cost of quality.
3. Name the Japanese 5S principles.
4. What is Taguchi quality loss function?
5. What are the key six sigma concepts?
6. What is Terotechnology?
7. What are the seven new management tools?
8. What are the advantages of bench marking?
9. What is top management role in inculcating quality in organisations?
10. What are quality councils?

PART B — (5 × 16 = 80 marks)

11. (a) (i) Explain the various costs of quality in detail. (8)
- (ii) Explain the various dimensions of quality. (8)

Or

- (b) Explain the dimensions of product and service quality. (16)

12. (a) (i) Explain Deming's 14 principles. (8)
(ii) Taguchi's Signal to noise ratio. (8)

Or

- (b) Compare the contributions of Juran Crosby, Msaaki Imai, Feigenbaum and Ishikawa towards quality. (16)
13. (a) Explain TPM and its relevance to TQM in detail. (16)

Or

- (b) Explain the concept of Business process reengineering using business applications highlighting the benefits and limitations. (16)
14. (a) Write short notes on :
(i) House of quality. (8)
(ii) Failure Mode Effect Analysis. (8)

Or

- (b) What is Benchmarking? Explain this process in detail using a case study. (16)
15. (a) Explain the ISO 9004:2000 quality system in detail. (16)

Or

- (b) Explain the phases of Quality Audits in detail. (16)
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Reg. No. :

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Question Paper Code : 22115

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2015.

Second Semester

DBA 7206 — QUALITY MANAGEMENT

(Common to General Management, Technology Management,
Operations Management, Marketing Management, Human Resource Management,
Financial Services Management)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define quality management.
2. How is policy different from procedure?
3. Name any four quality gurus.
4. Mention the contributions of Juran and Deming.
5. Explain the significance of statistical process control.
6. What is six sigma?
7. Define House of quality.
8. What is the acronym of FMEA?
9. Give any two guidelines for performance improvements in quality management systems.
10. What is Quality Audit?

PART B — (5 × 16 = 80 marks)

11. (a) Give an account of customer perception of quality and the dimensions of product and service quality? Explain in detail.

Or

- (b) Explain the benefits, awareness and obstacles of TQM framework in detail.

12. (a) Give an overview of the contributions of Deming.

Or

- (b) Write a detailed note on Japanese 5S principles and 8D methodology.

13. (a) What do you understand by control charts? Explain its significance.

Or

- (b) What is the relevance of Total productive maintenance to TQM?

14. (a) Describe the tools and techniques that you know for quality management.

Or

- (b) Write a note on Benchmarking and POKA YOKE.

15. (a) How do you ensure employee involvement and motivation in organizing and implementing quality systems?

Or

- (b) What are your suggestions for recognition and reward for employees in implementing quality systems successfully?

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Question Paper Code : 46113

M.B.A. DEGREE EXAMINATION, AUGUST 2014.

Second Semester

DBA 7206 — QUALITY MANAGEMENT

(Common to General Management, Technology Management, Operations Management, Marketing Management, Human Resource Management, Financial Services Management)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ($10 \times 2 = 20$ marks)

1. Write the definition of quality management.
2. What is customer retention?
3. What is meant by parameter and tolerance design?
4. What are 5S principles?
5. What is statistical process control?
6. State the meaning of Tero technology.
7. What is meant by Bench marking?
8. What is house of Quality?
9. What is quality council?
10. What is recognition and reward?

PART B — ($5 \times 16 = 80$ marks)

11. (a) Discuss the Dimensions of product and service quality.

Or

- (b) Elaborately discuss about the TQM frame work.

12. (a) Explain how is Juran's philosophy similar or different from Deming's philosophy.

Or

- (b) Discuss the concepts of quality circle.

13. (a) State the benefits and limitations of reengineering.

Or

- (b) Write in detail about the six sigma concepts of process capability.

14. (a) Describe the various steps involved in the QFD process.

Or

- (b) Explain the Seven old statistical tool seven new management tools.

15. (a) Write an essay on quality management system.

Or

- (b) Discuss the guidelines for performance improvements in quality management system.
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