

(6 pages)

Reg. No. :

Code No. : 30438 E Sub. Code : AMBA 63

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

Business Administration – Core

TOTAL QUALITY MANAGEMENT

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What does the abbreviation A.S.Q stand for?
 - (a) American Society for Quality
 - (b) American Standard of Quality
 - (c) Asian Society for Quality
 - (d) Asian Standard for Quality
2. Which of the following is a principle of TQM?
 - (a) Process-centered
 - (b) Product-centered
 - (c) External customer focus only
 - (d) Internal customer focus only

3. The two categories of products are _____ and _____.
 - (a) Goods, Services
 - (b) Media, Education
 - (c) Pencil, Car
 - (d) Hospitality, Calculator
4. Those who are not currently using the product but have the capability of becoming _____ customers in future are called _____.
 - (a) Potential Customers
 - (b) Hidden Customers
 - (c) Suppliers
 - (d) Processors
5. Benchmarking involves _____ between the performance level of the organization with its benchmark.
 - (a) Increasing the gap
 - (b) Reducing the gap
 - (c) Opening the gap
 - (d) Broadening the gap
6. Who is considered to be the father of Six Sigma?
 - (a) Bill Smith
 - (b) Deming
 - (c) Crosby
 - (d) Taguchi

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7. TPM refers to _____
- Total Point Maintenance
 - Total Part Maintenance
 - Total Productive Maintenance
 - Total Past Maintenance
8. Which of the following is not a tool used to implement and optimize TPM?
- Employee empowerment
 - Census
 - Benchmarking
 - Documentation
9. Which is the latest ISO 9001 version in the ISO 9000 family?
- ISO 9001:1994
 - ISO 9001:2000
 - ISO 9001:2008
 - ISO 9001:2015
10. ISO 14000 standards are for the _____
- Quality Management System
 - Environmental Management System
 - Administration
 - Supply chain

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What is importance of customer retention?

Or

- (b) Mention the basic features of TQM.

12. (a) What are the elements of customer service?

Or

- (b) Define Customer Retention.

13. (a) Explain the concepts of Six Sigma.

Or

- (b) List the seven tools of quality.

14. (a) What is the essential feature of Total Productive Maintenance (TPM)?

Or

- (b) What are the seven principles of reengineering?

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15. (a) Explain the implementation and documentation of Quality System.

Or

- (b) Explain the requirements of ISO 14000.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words or 3 pages

16. (a) What is quality cost? Explain the techniques used for Quality cost.

Or

- (b) Explain the Dimensions of service quality.

17. (a) Explain in detail the concept of Employee involvement.

Or

- (b) What are the steps involved in continuous improvement process?

18. (a) Explain the House of Quality in Quality Function Deployment.

Or

- (b) Benefits and pitfalls of benchmarking.

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19. (a) Explain about Taguchi's Quality Loss Function.

Or

- (b) What is FMEA? Explain the stages of FMEA?

20. (a) Explain the Benefits of ISO 14000.

Or

- (b) Why is ISO 9000 important.
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