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MBA Degree (FT) III Semester End Semester Examination- December, 2022

**21-371-0358: QUALITY MANAGEMENT
(Regular)**

Time: 3 Hours

Max Marks: 50

Course Outcomes: On completion of the course, the student will be able to:-

CO1	Ability to recall the basic concepts and terms related to Management of Quality in both Manufacturing and Service Industries. Recalling the history of development of Quality Management practices and its future directions.
CO2	Develop a sound understanding of the important role of Management of Quality in today's business environment. Become familiar accepted definitions of Quality and with the approaches, tools and techniques used for measuring, controlling and improving Quality in Manufacturing and Service settings.
CO3	Effectively apply knowledge of research outcomes and with the approaches, tools and techniques used for detecting issues, measuring, controlling and improving Quality in Manufacturing and Service settings.
CO4	Use cognitive skills, technical knowledge to investigate, analyze and synthesize complex information, analyse problems, and practices of Quality Management to contextual problems related to Quality in business situations.
CO5	Apply technical knowledge and use data, theories and models to evaluate and implement, appropriate solutions to problems related to Quality management. Evaluate the impact of the decisions in Quality management on other functional areas.
CO6	Demonstrate and use cognitive, technical and creative skills to conceive and develop solutions to complex problems related to Quality management.

BL – Bloom’s Taxonomy:(L1- Remember , L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

PART A

(Answer ALL questions. Each question carries 2 marks)

Q No.	Questions	Marks	BL	CO
1	Define Quality.List David Garvin’s eight dimensions of product quality.	2	1	1
2	Graphically convey the concept of “Taguchi’s quality loss function”	2	2	2
3	State the relevance of Calibration in Inspection.	2	2	2
4	Explain the benefits of benchmarking.	2	2	2
5	Write a short note on Deming Prize & Baldrige Award	2	1	1

(5X2=10 marks)

PART B

(Answer ANY FIVE Questions. Each question carries 4 marks)

Q No.	Questions	Marks	BL	CO
6	“Quality and profit are related” Explain the four costs of quality. Enumerate hidden quality costs	4	4	4
7	Demonstrate the benefits of a Kaizen sheet with an illustration.	4	3	3
8	Explain the role of Six Sigma as a business strategy. Explain the DMAIC process with a suitable example.	4	3	3
9	Analyze the role of balanced scorecard in the development of a quality system in an organization	4	4	4
10	Assess the statement “Empowerment of your subordinates can enhance the performance of QCC in your company”	4	4	4
11	Discuss the relevance of ISO Standards as a quality assurance mechanism, List the requirements of anyone such standard.	4	3	3
12	Illustrate the eight pillars of TPM.	4	3	3

(5X4=20 marks)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

Q No.	Questions	Marks	BL	CO
13	Analyse the determinants of service quality? Assess why is it difficult to measure service quality? Substantiate what dimensions of service quality is more critical in hospital service with a model?	10	5	5
14	Develop cause-and-effect diagrams for the following problems: (a) Road accident, (b) Poor exam grades. Also provide the Action Cards(CEDAC)	10	5	5
15	Consider yourself as the Quality manager of a production unit in the automobile industry; recommend the steps to be followed for conducting the ISO Audit of your company.	10	6	6

(2x10=20 marks)
