



MBA (PT) V/11.14.1070

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**MBA (PT) DEGREE V SEMESTER EXAMINATION NOVEMBER 2014**

**SMP 2504 QUALITY MANAGEMENT**  
(Prior to 2012 admission)

Time: 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

- I. (a) Discuss various definitions of quality. Detail with examples the product based perspective and value-based perspectives of quality. (5)  
(b) Summarize the differences between a traditional organisation and a TQ-based organisation. (5)
- OR**
- II. (a) Describe the role of senior management, middle management, the work force and unions in the implementation of quality policy of an organisation. (5)  
(b) What is culture? How are cultural values reflected in organisations? (5)
- III. (a) Discuss with suitable examples the concept of loss-to-society put forward by Genichi Taguchi. (5)  
(b) What is a process FMEA? Discuss with the help of an example. (5)
- OR**
- IV. (a) What do you understand by six sigma? Explain the DMAIC Methodology for six sigma. (5)  
(b) What do you understand by 'quality by design'? Discuss how concurrent engineering promotes 'quality by design'. (5)
- V. (a) What are the seven tools of quality problem solving? Describe each one briefly. (6)  
(b) What is a run chart? What are the limitations of run chart? (4)
- OR**
- VI. (a) Explain the variable control chart. How would you decide the rational sub group size of variable control charts? (5)  
(b) What do you understand by process capability? How process capability is measured? Give a quick method to assess process capability. (5)
- VII. (a) Once an organisation embarks on TQM, there will be obstacles to its successful implementation. What are the common obstacles to the successful implementation of TQM? Discuss briefly. (5)  
(b) TQ organisation must solicit continuous customer feedback. What are the common mechanisms for this? Explain. (5)
- OR**
- VIII. (a) What is a quality team? Who are the members and what are their responsibilities? (5)  
(b) Explain how suggestion systems can help in continuous improvement of TQ organisation. (5)
- IX. (a) Detail the design and development related clauses of ISO 9001. (5)  
(b) Discuss the main objectives of internal audit. (5)
- OR**
- X. (a) What are the common techniques auditors use to collect evidence? (5)  
(b) Write a note on ISO 14000 series standards. (5)