MBA (FT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2015

SMS 2316 QUALITY MANAGEMENT
(Regular)

Time: 3 Hours   Maximum Marks: 50

PART A
(Answer ALL questions)

(5 × 2 = 10)

1. What is QFD?
2. What is a P chart? What are its control limits?
3. Define Taguchi's loss function.
4. Explain the term "failure rate".
5. What is meant by 'cost of poor quality'?

PART B
(Answer ANY FIVE questions)

(5 × 4 = 20)

6. Explain briefly the three processes of Juran's trilogy.

7. Explain the concept of design review.

8. What are the dimensions of quality? Give examples.

9. Considerable costs are associated with the failure to meet customer requirements and needs. Explain the components of such costs.Considerable costs are associated with the failure to meet customer requirements and needs. Explain the components of such costs.

10. ISO 9000 covers only a portion of the Baldrige criteria. Could you explain?

11. Explain how pareto principle helps to identify projects for six-sigma quality improvement.

12. Write a note on Deming cycle.

PART C
(Answer ANY TWO questions)

(2 ×10 = 20)

13. Quality culture of organizations can have negative and positive aspects. Suppose you are appointed as a person responsible for bringing out changes to the outlook of quality in the organization, how will you identify above and what steps would you undertake to change the negative aspects of present quality culture.

14. Suppose you run a consultancy firm and you are approached by the manager of a photo copying firm for advice on implementation of total productive maintenance. What are the specific steps you would recommend to the firm? Explain each step clearly in the context.

15. "Successful companies recognize the importance of reliable and appropriate data and information in strategic planning and daily customer based decision making". What are the key practices involved in performance measurement and data collection?

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