



MBA(PT).V/11.15.0870

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MBA (PT) DEGREE V SEMESTER EXAMINATION NOVEMBER 2015

SMP 2504 QUALITY MANAGEMENT (Supplementary - Prior to 2012 Admission)

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

- I. Explain the term internal and external customers. How these two types of customers influence the profitability of an organization?
OR
- II. What are failure costs? Explain with examples different categories of failure costs.
- III. Explain quality by design. How will you compare the product development time line for a common manufactured product developed by sequential engineering and quality by design methodology?
OR
- IV. What is design FMEA? Describe in detail, the design FMEA document, explaining each relevant terms.
- V. Describe with examples X and R chart. Clarify how to interpret charts of above types, based on revised limits.
OR
- VI. What is process capability? Show how Cp and Cpk are computed? How these values are useful?
- VII. Explain with detailed examples, the use of the five S's for workplace organization.
OR
- VIII. What are the difficulties encountered when bench marking direct competition? Detail the different ways to solve these issues.
- IX. Discuss the aims of EMS standards. Which elements in ISO 9001 are similar to ISO 14001?
OR
- X. Write short notes on:
(i) TQM implementation.
(ii) Strategic quality planning.
