



MBA.IB.IV/05.13. 0478

**MBA (INTERNATIONAL BUSINESS) DEGREE IV SEMESTER EXAMINATION
MAY 2013**

SMI 2411 QUALITY MANAGEMENT

Time: 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

- I. A. Define the cost of poor quality. What are the advantages of estimating the cost of poor quality? Some of the costs of quality are hidden! Could you explain this?

OR

- B. Detail the role of upper management in quality organisation. Also detail the structure and functions of Quality Council.

- II. A. What do you understand by Quality Function Development? Give an example for building the house of quality.

OR

- B. Define reliability. Explain the following reliability figures of merits:

- (i) MTBF
- (ii) Failure rate
- (iii) Availability
- (iv) MTBM
- (v) System effectiveness

Discuss briefly how such figures can be used to establish reliability objectives for a system.

- III. A. (i) Write a note on inspection test and measurement.
(ii) Detail various sources of measurement errors.

OR

- B. (i) What is acceptance sampling? What are the advantages and disadvantages of acceptance sampling?
(ii) Explain the following quality indexes for sampling plans: AQL, LQL, IQL and AOQL

- IV. A. (i) What is PDSA cycle? Give an example of the use of PDSA cycle in your personal life and work experiences.
(ii) Write a note on Kaizen.

OR

- B. Explain the three components of the Juran Trilogy: planning, control and improvement in detail.

- V. A. (i) What do you understand by Internal Audits? Who should be the auditors? What are the common techniques that an auditor should apply?
(ii) What is a quality policy statement? Give examples.

OR

- B. (i) Discuss the various steps that are necessary to implement a quality management system.
(ii) What is Six Sigma? How is it different from TQM?
