



MBA.P.VI/06.12.486

**MBA (PT) DEGREE VI SEMESTER EXAMINATION JUNE 2012**

**SMP 2604 QUALITY MANAGEMENT**

Time: 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

- I. A. "Quality goals cannot be achieved unless we use the hands and the heads of the workforce". What are the common types of work force quality teams found in industries? Discuss how each type of team differ in purpose, membership and continuity. Also discuss the benefits and problems of each type of teams.

**OR**

- B. What do you understand by the term "cost of poor quality"? Explain in detail the major categories of quality costs. There are also costs incurred that may result in understating the cost of poor quality. What are the costs coming under "hidden" quality costs?

- II. A. Product development translates customer expectations for functional requirements into specific engineering and quality characteristics. Describe in detail how this can be achieved using Quality Function Development (QFD). Give examples.

**OR**

- B. Define reliability. What are the common measures used to quantify reliability? What is a bath-tub curve? Explain various regions of bath-tub curve for general mechanical and electronics systems.

- III. A. Define process capability. What are the uses of process capability information? What do you understand by the measures  $C_p$  and  $C_{pk}$ ? How we can estimate inherent or potential capability from a control chart analysis?

**OR**

- B. What is an O.C. curve? Explain in detail the construction and uses of an O.C. curve. Also define the following:
- (i) Acceptable quality level (AQL)
  - (ii) Limiting Quality Level (LQL)
  - (iii) Average Outgoing Quality Level (AOQL)

- IV. A. What do you understand by the term 'Kaizen'? Discuss the basic principles of Kaizen and explain how Kaizen could be implemented in industries.

**OR**

- B. What is benchmarking? What are the different types of benchmarking? What are the general steps involved in benchmarking? Explain how will you fit in benchmarking in a TQM implementation.

- V. Write notes on any four of the following:

- (i) Value engineering
- (ii) TQM in service organization
- (iii) DMAIC methodology
- (iv) Internal Quality Audit
- (v) Process approach and ISO 9000
- (vi) EMS Audit

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