

Reg. No.

**MBA Degree (FT III/PTV) Semester University End Semester Examination – November 2022:**  
**21-371-0358/21-372-0558: QUALITY MANAGEMENT**  
 (Regular and Supplementary)

Time: 3 Hours

Max. Marks: 50

Course Outcomes: On completion of the course, the student will be able to:-

|     |  |
|-----|--|
| CO1 | Ability to recall the basic concepts and terms related to Management of Quality in both Manufacturing and Service Industries. Recalling the history of development of Quality Management practices and its future directions.  |
| CO2 | Develop a sound understanding of the important role of Management of Quality in today's business environment. Become familiar accepted definitions of Quality and with the approaches, tools and techniques used for measuring, controlling and improving Quality in Manufacturing and Service settings. |
| CO3 | Effectively apply knowledge of research outcomes and with the approaches, tools and techniques used for detecting issues, measuring, controlling and improving Quality in Manufacturing and Service settings.  |
| CO4 | Use cognitive skills, technical knowledge to investigate, analyze and synthesize complex information, analyze problems, and practices of Quality Management to contextual problems related to Quality in business situations.  |
| CO5 | Apply technical knowledge and use data, theories and models to evaluate and implement, appropriate solutions to problems related to Quality management. Evaluate the impact of the decisions in Quality management on other functional areas.  |
| CO6 | Demonstrate and use cognitive, technical and creative skills to conceive and develop solutions to complex problems related to Quality management.  |

BL – Bloom's Taxonomy: (L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

**PART A**

(Answer ALL questions. Each question carries 2 marks)

| Q. Nos. | Questions  | Marks | BL | CO |
|---------|--|-------|----|----|
| 1       | Define COQ. List its classifications                                     | 2     | 1  | 1  |
| 2       | Graphically represent the "Product Lifecycle" using a Bathtub Curve.     | 2     | 2  | 2  |
| 3       | Relate the terms "Precision" and "Accuracy" in the context of Metrology. | 2     | 2  | 2  |
| 4       | Cite an example for "Poka Yoke."   | 2     | 2  | 2  |
| 5       | Write a note on the Environmental Management System.                     | 2     | 1  | 1  |

(5X2=10 marks)

**PART B**

*(Answer ANY FIVE Questions. Each question carries 4 marks)*

| Q. Nos. | Questions   | Marks | BL | CO |
|---------|---|-------|----|----|
| 6       | Analyse and differentiate Value Analysis and Value Engineering using an example.  | 4     | 3  | 3  |
| 7       | Assess the role of Autonomous Maintenance in empowering the employees to attain TPM in an organization.   | 4     | 4  | 4  |
| 8       | Analyze the measures to assess and ensure the Quality of bought-out materials in a procurement process.   | 4     | 4  | 4  |
| 9       | Illustrate a schematic diagram that depicts the SERVQUAL model.   | 4     | 3  | 3  |
| 10      | "The 5S system is a lean manufacturing tool that improves workplace efficiency and eliminates waste." Justify the above statement with an example | 4     | 3  | 3  |
| 11      | Elucidate how implementing an Occupational Health and Safety Management System (iOHSMS) enhances workplace safety and employees' well-being.      | 4     | 4  | 4  |
| 12      | Evaluate the role of Six Sigma as a strategic approach in business. Provide a relevant example to illustrate the DMAIC process.                   | 4     | 4  | 4  |

**(5X4=20 marks)**

**PART C**

*(Answer ANY TWO questions. Each question carries 10 marks)*

| Q. Nos. | Questions  | Marks | BL | CO |
|---------|--|-------|----|----|
| 13      | Evaluate the superiority of a Total Quality Management (TQM) organization in contrast to a traditional organization that relies solely on quality standards, examining the factors that contribute to the excellence of TQM in fostering overall Quality and organizational performance.   | 10    | 5  | 5  |
| 14      | Perform a Failure Mode and Effect Analysis (FMEA) for an online bank transaction, identifying potential factors that could result in transaction failures. Create an FMEA worksheet and propose corrective measures to mitigate and eliminate these identified failure modes.  | 10    | 6  | 6  |
| 15      | Constitute a Quality Control Circle (QCC) within your educational institution to pinpoint areas requiring enhancement. Describe the application of benchmarking and auditing principles and processes in this endeavour, elucidating how these methodologies can be utilized effectively in identifying and addressing improvement opportunities | 10    | 5  | 5  |

**(2x10=20 marks)**

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