

M.B.A.DEGREE EXAMINATION, DECEMBER 2015
THIRD SEMESTER

32003

Paper III –TOTAL QUALITY MANAGEMENT

Time: Three hours

Maximum: 70 marks

(No additional sheet will be supplied)

PART- A – (5×3 = 15 marks)

Answer ALL questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Taguchi Loss Function
2. Deming Juran philosophy
3. Simulation
4. Reengineering Business
5. Time based management

PART-B – (4×10 = 40 marks)

Answer ALL questions.

Each question carries 10 marks.

Each answer should not exceed 5 pages.

6. What is quality of Service? Discuss the evolution and significance of total quality management.
(OR)
7. Define Service quality. What are the various elements of Customer Service quality?
8. Discuss the various factors that contribute to the customers' perception on service quality.
(OR)
9. What are the various steps involved in the construction of Forced field analysis?
10. Explain the steps followed in developing the Affinity diagram with an example.
(OR)
11. Discuss the various steps involved in the bench marking process.
12. Describe the different steps involved in building house of quality.
(OR)
13. What parameters are used to measure the effectiveness of Quality Function Development?

PART - C – (1×15 = 15 marks)

Case Study (compulsory)

Answer should not exceed 6 pages.

14. The challenge facing managers, according to Juran, is to abandon the traditional approach to planning, which carelessly introduces quality flaws into the products original design. Keeping this statement in mind discusses Juran's Quality Trilogy and how it reduces the cost of quality. Discuss keeping in mind a business organization going to launch a new service.

