



USN

--	--	--	--	--	--	--	--	--	--

10ME758

Seventh Semester B.E. Degree Examination, June/July 2015
Total Quality Management

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions, selecting atleast TWO questions from each part.

PART - A

- 1 a. What are the six basic concepts of TQM? (06 Marks)
b. Sketch TQM frame work. (05 Marks)
c. What are the obstacles associated with the implementation of TQM? (05 Marks)
d. What are the benefits of TQM? (04 Marks)
- 2 a. Explain briefly 7 habits of highly effective people. (07 Marks)
b. Explain the role of TQM leaders. (05 Marks)
c. Define strategic planning. What are the seven steps of strategic planning? (08 Marks)
- 3 a. List the methods of taking the customer feedback. Explain in brief any two methods. (10 Marks)
b. What are the characteristics of successful teams? (10 Marks)
- 4 a. List and explain four primary improvement strategies. (10 Marks)
b. Briefly explain the following :
i) Bench marking ii) Quality function deployment iii) Failure mode and effective analysis
iv) PDSA cycle v) KAIZEN. (10 Marks)

PART - B

- 5 Sketch and explain the following :
a. AFFINITY Diagram. (10 Marks)
b. TREE Diagram. (10 Marks)
- 6 a. Sketch and explain with example cause and effect diagram. (10 Marks)
b. Define variable and attribute data. Explain briefly construction of control charts for variables. (10 Marks)
- 7 a. Explain Organizational Culture. List the barriers to change organizational culture. (06 Marks)
b. List the steps in implementation of ISO – 9000. (04 Marks)
c. List the Baldrige core values and concepts. (10 Marks)
- 8 Explain briefly the following tools of design for six sigma development :
a. Concept Engg.
b. Tolerance Design and process capabilities.
c. Taguchi's loss function.
d. Reliability testing. (20 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.