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10ME758

Seventh Semester B.E. Degree Examination, June/July 2016
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. Define Total Quality Management (TQM) and briefly explain the TQM concepts. (06 Marks)
b. Briefly explain principles of Total Quality Management. (05 Marks)
c. List benefits of T.Q.M program with respect to :
i) The Customer ii) The Company iii) The Staff. (09 Marks)
- 2 a. Briefly explain with suitable examples, 'The Deming Philosophy'. (08 Marks)
b. List and explain the behaviour or characteristics of the successful leaders. (06 Marks)
c. Write a short note on Suggestion system. (06 Marks)
- 3 a. Briefly explain with suitable example customer perception of quality. (08 Marks)
b. Explain with suitable example, how customer retention is very important for today's organization. (06 Marks)
c. What is performance appraisal and what are the types of appraisal formats? (06 Marks)
- 4 a. Define Bench Marking. Why is bench marking done and what are the different types of Bench marking. (10 Marks)
b. Explain the term Total Productive maintenance and list the different types of maintenance. What is the concept behind TPM? (10 Marks)

PART - B

- 5 Write a short notes on any four of the following :
a. Affinity Diagram
b. Tree Diagram.
c. Matrix Diagram.
d. Activity Network Diagram.
e. Inter Relationship Diagram. (20 Marks)
- 6 a. List the control charts for variables and explain briefly. (08 Marks)
b. With neat sketch and suitable example, explain the need of cause and effect diagram. (06 Marks)
c. Write a short note on Pareto diagram. (06 Marks)
- 7 a. What is ISO 9000 and its significance and why it should be adopted? List ISO 9000 family of standards. (08 Marks)
b. Briefly explain the concept of Malcolm Baldrige National Quality Award (MBNQA) model. (06 Marks)
c. Write a short note on Self Assessment Processes. (06 Marks)
- 8 a. Define Six sigma and explain with the help of normal distribution. (06 Marks)
b. Explain briefly the steps involved in designing an experiment. (06 Marks)
c. Explain Taguchi's Quality Philosophy. Explain principles of an Experimental design. (08 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.