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15ME664

Sixth Semester B.E. Degree Examination, June/July 2018 Total Quality Management

Time: 3 hrs.

Max. Marks: 80

Note: Answer any FIVE full questions, choosing one full question from each module.

Module-1

- 1 a. Define TQM. List out the six basic approaches to TQM. (04 Marks)
- b. Sketch and explain TQM framework. (08 Marks)
- c. Define quality and brief on historical review of quality control. (04 Marks)

OR

- 2 a. Explain briefly the contribution of Guru's of TQM. (07 Marks)
- b. What are the obstacles associated with the implementation of TQM? Explain any five. (05 Marks)
- c. What are the benefits of TQM? (04 Marks)

Module-2

- 3 a. List seven habits of highly effective people. (02 Marks)
- b. Explain Deming's 14 points. (14 Marks)

OR

- 4 a. Explain the characteristics of quality leaders. (06 Marks)
- b. Explain the role of TQM leaders. (10 Marks)

Module-3

- 5 a. Explain customer perception of quality. (06 Marks)
- b. With a neat sketch, explain how a KANO model helps in translating needs into requirements. (10 Marks)

OR

- 6 a. What is motivation? Explain Maslow's hierarchy of needs with a block diagram. (10 Marks)
- b. Brief on performance appraisal. (06 Marks)

Module-4

- 7 a. Sketch the continuous process improvement cycle. (03 Marks)
- b. Brief on PDSA cycle with a sketch. (03 Marks)
- c. Sketch and explain Juran's trilogy. (10 Marks)

OR

- 8 Explain the following briefly with necessary diagrams:
 - a. Pareto diagram
 - b. Process flow diagram
 - c. Cause - and - effect diagram
 - d. Scatter diagrams. (16 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.



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Module-5

- 9 Discuss briefly the following quality management tools:
- Nominal group technique
 - Why Why analysis
 - Affinity diagram
 - Activity network diagram.

(16 Marks)

OR

- 10 a. What is Benchmarking? Explain the process of benchmarking.
b. What are the advantages of quality of design?
c. Discuss the 4-stages of Failure mode effect analysis.

(08 Marks)

(04 Marks)

(04 Marks)

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