



# CBCS SCHEME

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15ME664

## Sixth Semester B.E. Degree Examination, June/July 2019 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. List out six basic concepts of TQM and briefly explain them. (09 Marks)
- b. With a diagram, explain TQM FrameWork. (05 Marks)
- c. List out the benefits of implementing TQM. (02 Marks)

OR

- 2 a. Briefly describe the various benefits of ISO Registration. (07 Marks)
- b. Explain the various requirements for ISO 9001 series. (09 Marks)

### Module-2

- 3 a. Explain briefly the seven characteristics of effective people. (07 Marks)
- b. List out Deming's 14 points of TQM philosophy and explain any three. (09 Marks)

OR

- 4 a. What is Quality Council? List out its duties. (06 Marks)
- b. Explain seven steps for strategic planning. (10 Marks)

### Module-3

- 5 a. Define the term internal customer and external customer. Give an example for each type. (03 Marks)
- b. Explain Kano's model of customer satisfaction. (08 Marks)
- c. Describe briefly the customer retention. (05 Marks)

OR

- 6 a. Define 'empowerment' and what are the three conditions to achieve empowerment? (04 Marks)
- b. Explain Maslow's theory of motivation and relate this to any industry or organization. (10 Marks)
- c. List out various advantages of employee involvement. (02 Marks)

### Module-4

- 7 a. Explain PDSA cycle for continuous improvement. (08 Marks)
- b. Explain: (i) Juran Trilogy (ii) Kaizen principles (08 Marks)

OR

- 8 a. Explain Pareto diagram, Scatter diagram and Cause-Effect diagram. (09 Marks)
- b. What are control charts? Explain their importance, construction for TQM organization. (07 Marks)

### Module-5

- 9 a. What is 'Bench-Marking'? Explain briefly the process of Benchmarking. (08 Marks)
- b. Describe briefly the Environmental Management System Model. (08 Marks)

OR

- 10 a. What is QFD? Describe the various steps involved in QFD. (08 Marks)
- b. Explain Failure Mode and Effect Analysis, Product liability. (08 Marks)

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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.