

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2019-20)

COURSE CODE: 19BA/MC/TQ63

B.B.A DEGREE EXAMINATION APRIL 2022
BUSINESS ADMINISTRATION
SIXTH SEMESTER

COURSE : MAJOR CORE
COURSE TITLE : TOTAL QUALITY MANAGEMENT
TIME : 3 HOURS

MAX. MARKS: 100

Section – A

Answer ALL Questions:

(10 x 2 = 20)

1. How is Sampling Inspection done in TQM?
2. List any four strengths of Deming's Approach.
3. Define Benchmarking.
4. Who can adopt ISO-9000?
5. Compare DMAIC and DFSS.
6. Draw Fishbone diagram.
7. What is Quality Management System?
8. State the steps in implementing the 5S in an organisation.
9. Write a short note on QLF.
10. Give the meaning for the term "Quality Assurance".

Section – B

Answer Any FIVE Questions:

(5 x 8 = 40)

11. Write a note on Evolution of TQM.
12. Elaborate the Juran's Breakthrough Sequence.
13. Discuss the significance of Benchmarking.
14. Explain the process of ISO Registration.
15. Describe the Six Sigma training programs.
16. Create and explain the Process Flow Diagram for "Customer Complaint Handling".
17. Briefly explain Taguchi's Quality Loss function.

Section – C

Answer Any TWO Questions:

(2 x 20 = 40)

18. Discuss the Crosby's steps to Quality Improvement.
19. Elaborate the Process of Benchmarking.
20. Elucidate the ISO 14000 series standards in detail.
21. Enumerate the Product dimensions of Quality and Service dimensions of Quality by taking an example of Electronic products and Hospitality industry respectively.
