

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**  
**(For candidates admitted during the academic year 2023 – 2024 & thereafter)**

**M.A. DEGREE EXAMINATION, NOVEMBER 2024**  
**HUMAN RESOURCE MANAGEMENT**  
**THIRD SEMESTER**

**COURSE : ELECTIVE**  
**PAPER : TOTAL QUALITY MANAGEMENT**  
**SUBJECT CODE : 23HR/PE/TQ15**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

Q. No.	SECTION A Answer ALL in 50 words. (10 x 2 = 20 marks)	CO	KL
1.	Define total quality management.	CO1	K1
2.	What is customer retention ?	CO1	K1
3.	What is quality circle ?	CO1	K1
4.	State the pareto analysis.	CO1	K1
5.	Recall the Golden Peacock National Quality Award.	CO1	K1
6.	State the dimensions of quality.	CO2	K2
7.	Outline the Ishikawa diagram.	CO2	K2
8.	Expand QFD and FMEA. Tell the usage of these techniques.	CO2	K2
9.	List the uses of scatter diagram.	CO2	K2
10.	What do ISO standards 14000 and 9000 state ?	CO2	K2
Q. No.	SECTION B Answer any ONE question from each K level not exceeding 600 words. (4 x 10 = 40 marks)	CO	KL
11.	Compile the evolution of quality management.	CO3	K3
12.	Identify the ways of employee involvement.	CO3	K3
13.	Examine the implementation of the Juran trilogy in a continuous improvement process.	CO3	K3
14.	Enumerate the concepts of six sigma.	CO4	K4
15.	Discuss about Deming Prize on quality award.	CO4	K4

16.	Elucidate the characteristics of total quality management.	CO4	K4
<b>Q. No.</b>	<b>SECTION C</b> <b>Answer any ONE question from each K level ( 2 x 20 = 40 marks)</b>	<b>CO</b>	<b>KL</b>
17.	Discuss the impact of TQM on HRM	CO5	K5
18.	Classify the seven tools of total quality management.	CO5	K5
19.	A small warehouse located in Bangalore was facing significant challenges due to inefficiencies and safety concerns. Employees frequently struggled to locate items, leading to delays in order fulfillment and increased frustration. The workspace was cluttered and disorganized, creating a hazardous environment and hindering productivity. How will the Kaizen and 5S initiative help to improve the warehouse's efficiency and safety?	CO5	K6
20.	A major airline was facing declining customer satisfaction due to frequent flight delays, lost baggage, and poor in-flight service. To address these issues, what strategy will you suggest for the airline on the improvement of customer satisfaction?	CO5	K6

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