

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

B.B.A DEGREE EXAMINATION, APRIL 2026
BUSINESS ADMINISTRATION
SIXTH SEMESTER

COURSE : MAJOR CORE
PAPER : TOTAL QUALITY MANAGEMENT
SUBJECT CODE : 23BA/MC/TQ63
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	Answer all the questions:	(5 x 2 = 10)	CO	KL
1.	Define TQM.		CO1	K1
2.	Name the four stages in Deming Wheel.		CO1	K1
3.	Define Benchmarking.		CO1	K1
4.	Identify any four basic Quality Management Tools.		CO1	K1
5.	State the objectives of EMS.		CO1	K1
SECTION B				
Q. No.	Answer any four questions:	(4 x 5 = 20)	CO	KL
6.	Differentiate Quality Control and Quality Assurance.		CO2	K2
7.	Explain the importance of Quality in modern business organizations.		CO2	K2
8.	Discuss the principles of Six Sigma.		CO2	K2
9.	Discuss the role of Control Charts in Statistical Process Control.		CO2	K2
10.	Examine the concept of Environmental Management System.		CO2	K2
11.	Determine the principles of Deming's contributions.		CO2	K2
SECTION C				
Q. No.	Answer all the questions (Internal Choice) .	(4 x 10 = 40)	CO	KL
12.	a) Analyse the evolution of Total Quality Management from its origins to contemporary practices. (or) b) Explain the dimensions of Product Quality with examples.		CO3	K3
13.	a) Illustrate how you would implement Philip Crosby's Zero Defects program. (or) b) Explain the New Seven Tools of Quality Control.		CO3	K3
14.	a) Justify how the Six Sigma DMAIC process is best suitable to improve the quality of any existing product. (or) b) Determine the merits of Quality Function Deployment.		CO4	K4
15.	a) Explain the benefits enjoyed by businesses which embrace ISO standards. (or) b) Demonstrate the steps in the ISO registration process.		CO4	K4
SECTION D				
Q. No.	Answer any two questions :	(2 x 15 = 30)	CO	KL
16.	Discuss the contributions of W. Edwards Deming's chain reaction and seven deadly sins.		CO5	K5
17.	Analyse the concept of Kaizen and examine its applications in continuous improvement processes.		CO5	K5
18.	Critically assess how Starbucks could use the different types of Benchmarking to maintain its competitive advantage.		CO5	K5
