

M.B.A DEGREE EXAMINATIONS: JUNE 2010

Second Trimester

MBA512: TOTAL QUALITY MANAGEMENT

Time: Three Hours

Maximum Marks: 100

Answer ALL Questions:-

PART A (1 x 20 = 20 Marks)

1. Case Study: -

Analyse the following case: -

The Chennai based Sundaram-Clayton has won acclaim and international recognition for setting global quality standards. From the swamp of unreliable quality that the traditional India companies were known for, Sundaram-Clayton has emerged the flag bearer of global class. Despite its disdain for TQM. Sundaram Clayton, the manufacturer of air-brake systems and casting has emerged as Asia's first-ever winner of the Deming Prize for Overseas Companies. Every rupee of its Rs140 Crore turnover now carries the mark of quality that is world-class.

The Deming Prize is the last word in the world of quality. The prize was instituted 40 years ago by Japan to honour the man who gave quality to the world, W.Edwards Deming. The Deming Prize Committee defines quality as "a system of activities to ensure the quality of products and services, in which products and services of the quality required by the customer are produced as delivered economically"

Sundaram-Clayton integrated Deming's 10 parameters into the four streams o its quality practices, namely policies, people, processes and products, respectively. Its TQM model ensures total employee involvement, policy deployment, standardization, Kaizen, and training, besides promoting employer employee relations. In short, everyone everywhere in the company is a custodian of quality.

PART B (10 x 2 = 20 Marks)

2. What do you mean by Quality?
3. Brief about the Quality Policy.
4. How could a customer be retained by the quality?
5. Brief about the contributions of Quality Gurus.
6. How do you define Six Sigma?

7. What do you mean by TPM?
8. What is Single Price Flow?
9. What is Quality Function Deployment (QFD)?
10. What do you mean by House of Quality (HoQ)?
11. Brief about quality audits.

PART C (4 x 15 = 60 Marks)

12. (a) Elaborate the dimensions of quality with all its features.

(OR)

- (b) Discuss in detail about the Juran's Trilogy to achieved the quality of the organization and it's product.

13. (a) Elaborate the Principles of Customer for supplier relations suggested by Dr.Ishikawa.

(OR)

- (b) Explain the implementations of Six Sigma by a organizations and how could it is properly understand by others.

14. (a) Elaborate the concepts of Six-Sigma and how it would be designed for a product excellence and its usage on development of a new product.

(OR)

- (b) Explain the Seven new Management tools used for strategic planning, organizing complex projects in the most optimal manner.

15. (a) Explain how the Lean manufacturing practiced in organization derived by Quality Guru Kanban.

(OR)

- (b) Write an essay about the impact of the Internet and other electronic communication towards the Total Quality Management (TQM).
