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**K 4513**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

Second Semester

BA 1656 — QUALITY MANAGEMENT

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is a quality policy?
2. What are appraisal costs?
3. List the Japanese 5S of quality.
4. What is the contribution of Masaaki Imai to TQM?
5. Define Reliability.
6. What is Terotechnology?
7. What is Loss Function in Taguchi?
8. What is POKA-YOKE?
9. Highlight the importance of empowerment in TQM.
10. List the quality issues related to electronic mails.

PART B — (5 × 16 = 80 marks)

11. (a) Elaborate on :
- (i) Dimensions of product quality. (8)
  - (ii) Dimensions of service quality. (8)

Or

- (b) (i) Elaborate on the steps in establishing a cost of quality reporting system. (8)
- (ii) Using examples, define and distinguish between vision and mission statements. (8)

12. (a) Elaborate on Deming's 14 principles. Compare it with Juran. (16)

Or

- (b) (i) Explain Crosby's 14 points for quality? (8)
- (ii) Elaborate on 8D methodology to achieve quality. (8)

13. (a) Construct a number of defects chart for the given data with uniform sample size.

Sub Group :	1	2	3	4	5	6	7	8
No. of defects :	2	3	0	1	3	5	3	1
Sub Group :	9	10	11	12	13	14	15	16
No. of defects :	2	2	0	1	0	2	4	1
Sub Group :	17	18	19	20	21	22	23	24
No. of defects :	2	0	3	2	1	4	0	0

Or

- (b) Explain the principles of business process re-engineering and process capability.

14. (a) Explain the six basic steps in building the House of Quality (HOQ). Develop a HOQ for translating the needs of mobile phone users to design parameters.

Or

- (b) Elaborate on the seven new management tools using examples.
15. (a) Elaborate on the steps on ISO Registration Process, the need for QMS and Quality Audit.

Or

- (b) (i) Explain the steps involved in creating TQM culture. (8)
- (ii) Enumerate on the information quality issues. (8)