

**MBA-363****MSP-61**

**M.B.A. DEGREE EXAMINATION —  
JUNE, 2009.**

**Second Year**

**Operations Management**

**TOTAL QUALITY MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. What are the basic concepts in TQM approach?
2. Customer satisfaction is core to organization. Briefly explain the idea behind the statement.
3. How do customers perceive quality of any offering from a business firm?
4. What is 'Process'? List the basic ways adopted to improve the same.
5. What is 'six-sigma' in quality parlance?

## PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. 'TQM requires a cultural change'. Comment on the statement giving the new and old elements in the change process.
  7. List exhaustively the roles played by TQM leaders.
  8. What do you mean by Vision, Mission and Quality Policy statements?
  9. What is 'Bench Marking'? How to do the same for a retail business firm?
  10. Kaizen continuous encouragement for marginal improvement. Discuss.
  11. Write a detailed note on ISO 9000 series of standards.
  12. Explain Statistical Process Control as a management tool for process improvement in TQM.
-