

DL-20 Your Roll No.....

**BACHELOR OF BUSINESS
ADMINISTRATION III YEAR
EXAMINATION, 2010**

Paper — BBAD-504

TOTAL QUALITY MANAGEMENT

Time : 2½ Hours

Maximum Marks : 70

*(Write your Roll No. at the top immediately
on receipt of this question paper.)*

*Answer ALL questions of Section A, any SIX questions
of Section B and any THREE questions of Section C.*

SECTION - A (1 × 10 = 10)

Fill in the blanks:

1. When applied to workplace, Kaizen means _____
_____ involving everyone, managers and workers
alike.
2. TQM is _____ focussed where Six Sigma extends
the usage to _____, _____ and other business issues.
3. Quality Function Deployment is the scientific
technique for translating the voice of customer into
the development of _____ and _____.

P.T.O.

4. Japanese Scientist N. Kano identified three characteristics of customer satisfaction : _____ and _____ .
5. Organizational restructuring refers to fundamentally _____ the organization of work itself at corporate level or radically _____ activities and relationships at the business unit level.
6. "HALT" stands for _____ .
7. _____ as well as _____ changes are required for a successful Total Quality Management.
8. The three elements of risk evaluated in P-FMEA are _____, _____ and _____ .
9. _____ helps separate the major causes of the problems from the minor ones displayed in the form of vertical bar charts.
10. Quality Circle is a small group to perform voluntary _____ activities within the same workshop.

SECTION - A (5 × 6 = 30)

11. What are the different steps for solving problems by Quality Circle ?
12. Explain the different types of quality costs.

13. What are the main benefits of Benchmarking ?
14. What is a Process Flow Chart ? Explain the process flow chart for recruitment.
15. What is Strategic Planning for human resources management ?
16. What is Logistics ? What are the key cost elements of logistics ?
17. When should one Re engineer ?
18. Explain the difference between Six Sigma and TQM.

SECTION - C (3 × 10 = 30)

19. Explain the concept of Kaizen and show how it can be implemented to generate a strong combined effect for improvement. Discuss the case of Kaizen at Pizza Hut.
20. How Re engineering is done ? Explain the critical success factors for Re engineering with the help of case example of Mahindra & Mahindra.
21. Explain the concept and features of Pareto Analysis. Discuss the circumstances under which this concept can be used with the help of an example.

22. Discuss the various importance of Empowerment in a TQM environment. Explain its relevance to maintain labour relations in a TQM environment.
23. Discuss the importance and relevance of Creativity and Innovation for implementing TQM. What are the elements of creative process ? Explain the factors that enhance creativity in an organization.

