

M.B.A. (CBCS Pattern) Semester - III
PCB3EG2 - Total Quality Management

P. Pages : 1

Time : Three Hours



GUG/S/23/10714

Max. Marks : 70

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| 1. | Define Quality and discuss briefly the Juran 10 steps for Quality improvement and the Juran's Quality Trilogy. | 14 |
| 2. | What are the 14 steps offered by the Philip Crosby that can guide firms in pursuing quality improvement. | 14 |
| 3. | What is TQM? Discuss guiding principles of TQM for performance improvements. | 14 |
| 4. | Discuss the concept of Six Sigma in details. | 14 |
| 5. | What is benchmarking? What is the crucial purpose of bench marking? | 14 |
| 6. | How can any firm, failure mode and effects analysis take in practice for keep the customer satisfaction at highest point. | 14 |
| 7. | How kaizen is practiced in work place elaborate with example. | 14 |
| 8. | What is value analysis in value engineering. | 14 |
| 9. | What is BPR? Need for BPR. Discuss BPR importance in India. | 14 |
| 10. | Write short notes on any two . | |
| | a) Ishikawa Fishbone Diagram | 7 |
| | b) Taguchi's Quality Loss function. | 7 |
| | c) 3M | 7 |
| | d) QFD | 7 |
