



**SECOND EXAMINATION IN BACHILOR OF BUSINESS ADMINISTRATION
(EXTERNAL) – 2011/2012
HELD IN JUNE / JULY 2013**

BBA 21 Total Quality Management

Duration: 03 hours
Answer all Questions

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- 01) a) “TQM is defined as both a philosophy and a set of guiding principles that represent the foundation of a continuously improving organization.” Comment this statement
(07 Marks)
- b) “Do the right things, first time, every time” is the new philosophy of TQM. Explain how it will enhance the “quality is free” target.
(07 Marks)
- c) Quality can be quantified as $Q = P / E$. Explain this equation with example.
(06 Marks)
- (Total 20 Marks)**

- 02) a) Historical development of total quality management has four eras. Explain each era broadly.
(06 Marks)
- b) Critically evaluate the basic of ‘Quality Function Deployment Matrix’ or the ‘House of Quality Matrix.’
(07 Marks)
- c) “Flowchart, detailed flow process charts and flow diagrams are the methods of describing processes in pictures, using symbols”. Explain how these charts are useful for the documentation purpose in TQM.
(07 Marks)
- (Total 20 Marks)**

03) a) Just In Time (JIT) management fits under the TQM umbrella and is essentially a series of operating concepts that allow the systematic identification of problems, and tools for correcting them. How the JIT concept can apply for the organization. Explain

(07 Marks)

b) "Explain the reason for "benchmarking" for a developing organization.

(06 Marks)

c) In answering the question 'how to measure for the performance measurement. Progress is important in five main areas. Briefly explain progress areas

(07 Marks)

(Total 20 Marks)

04) a) Explain the relationship between quality related cost and the quality awareness and improvement.

(08 Marks)

b) Briefly explain the following tools and techniques for quality improvement

i) Control Chart

ii) Cause and Effect Analysis

iii) Failure Mode, Effect and Critically Analysis

(12 Marks)

(Total 20 Marks)

05) a) "A comprehensive selection procedure is needed to obtain the appropriate people for the quality organization". Describe this statement.

(06 Marks)

b) Explain the four main audience group of communication for an organization.

(05 Marks)

c) TQM is a kind of change management. When a committed organization Integrating TQM into the strategy of the business they have to begin the task of process alignment through seven steps to a self-reinforcing cycle of commitment, communication, and culture change. Explain these steps.

(09 Marks)

(Total 20 Marks)