



SOUTH EASTERN UNIVERSITY OF SRI LANKA

SECOND YEAR EXAMINATION IN BACHELOR OF BUSINESS ADMINISTRATION / COMMERCE (EXTERNAL) – 2008 / 2009 HELD IN AUGUST - 2009

BBA 21 – TOTAL QUALITY MANAGEMENT

Answer all Questions

Time: 03 Hours

01. a) "TQM is a proven technique to guarantee the survival in world-class competition" Comment on this statement. (03 marks)
- b) Briefly explain the dimensions of quality of a product or service consist. (06 marks)
- c) The marketing function of an organization must take the lead in establishing the true requirement for the product or service, for this purpose there are various techniques for market research. Explain each technique briefly. (07 marks)
- d) Differentiate the terms 'quality control' and 'quality inspection'. (04 marks)
(Total 20 marks)
02. a) Innovation is very important for quality design. This approach consist three principles. Explain each of the principles. (06 marks)
- b) Flowcharting is a method of describing a process in picture using symbols. Explain the flowcharting symbols and their usage. (08 marks)
- c) What are the techniques that organizations use to improve their supplier performance? Explain. (06 marks)
(Total 20 marks)

- 03 a) Explain the general categories of ISO - based standard quality system requirements. (10 marks)
- b) What do you mean by the rings of confidence? (03 marks)
- c) The various award criteria provide rational basis against which to measure progress towards in TQM in organization. The Malcom Boldrich National Quality Award criteria are building upon ten core values and concepts. Explain these core values and concepts. (07 marks)
(Total 20 marks)
- 04 a) Why measurement is important? There are some reasons behind this question. List out these reasons. (05 marks)
- b) Compare and explain the P-A-F model and process cost model for quality costing. (10 marks)
- c) Explain the cause and effect diagram as a tool for quality improvement. (05 marks)
(Total 20 marks)
- 05 a) When specifying quality training needs, what are the questions that need to be answered? Explain. (05 marks)
- b) What do you mean by departmental purpose analysis? (05 marks)
- c) There are basically two approaches to TQM implementation and the correct choice of method is important to minimize the resistance. Which is the correct choice? Explain. (05 marks)
- d) How long does TQM survive in an organization? Explain. (05 marks)
(Total 20 marks)
