

# CBCS SCHEME

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18SM743

## Seventh Semester B.Tech. Degree Examination, Dec.2023/Jan.2024 Total Quality Management

Time: 3 hrs.

Max. Marks: 100

**Note: Answer any FIVE full questions, choosing ONE full question from each module.**

### Module-1

- 1 a. Mention the benefits of Total Quality Management. (05 Marks)  
b. Write and explain ISO 9000 series of standard. (05 Marks)  
c. Explain the Quality Management and obstacles of Total Quality Management. (10 Marks)

**OR**

- 2 a. Explain briefly Gurus of Total Quality Management. (10 Marks)  
b. Briefly explain the ISO 9001 Requirement. (10 Marks)

### Module-2

- 3 a. Name the characteristics of Quality leaders. (05 Marks)  
b. What are the leadership concept? (05 Marks)  
c. Explain the Deming Philosophy. (10 Marks)

**OR**

- 4 a. Briefly explain the role of Total Quality Management leaders. (10 Marks)  
b. What are the core values, concepts and frame work explain briefly? (10 Marks)

### Module-3

- 5 a. Draw neat diagram and explain Customer Satisfaction Organizational diagram. (10 Marks)  
b. Write the Customer feedback. (05 Marks)  
c. Explain Service quality of the Customer. (05 Marks)

**OR**

- 6 a. What are the Translating needs into requirement with Kano model and voice of a Customer? (10 Marks)  
b. Explain briefly about motivation and Maslow's Hierarchy of needs. (10 Marks)

### Module-4

- 7 a. How many types of basic ways of improvement? (03 Marks)  
b. Explain the Juran Trilogy diagram. (07 Marks)  
c. Explain briefly by problem solving method. (10 Marks)

**OR**

- 8 a. What are the benefits of the PDSA cycle? (05 Marks)  
b. Briefly explain the introduction of Kaizen. (05 Marks)  
c. Briefly explain the six Sigma. (10 Marks)

### Module-5

- 9 a. Explain Total Productive Maintenance (TPM), Goals of TPM and the objective of TPM. (10 Marks)  
b. What are the benefits and indirect benefits of Total Productive Maintenance (TPM)? (10 Marks)

**OR**

- 10 a. Explain Quality by Design (QbD) with Product Development flow diagram. (10 Marks)  
b. Define Environmental Management System (EMS). (05 Marks)  
c. What are the benefits of Environmental Management System? (05 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.