

# CBCS SCHEME

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18TX751

## Seventh Semester B.Tech. Degree Examination, June/July 2023 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. "Quality is a new competitive weapon". Justify the statement. Give 4 important definitions of quality. (10 Marks)  
b. What are 8 – dimensions of Quality? Explain the relationship between quality and profitability. (10 Marks)

**OR**

- 2 a. Explain the evolution of Quality Movement in India. (10 Marks)  
b. Explain the following :  
i) Elements of TQM ii) ISO 9000 and ISO 14000. (10 Marks)

### Module-2

- 3 a. Discuss in detail the 7 – deadly diseases and sins of Deming. Explain briefly 'Theory of Variance'. (10 Marks)  
b. What are the 6C's of Philips Crosby? With suitable illustration, explain the 'Trilogy of Jurun'. (10 Marks)

**OR**

- 4 a. Mention and explain Crosby's 4 – absolutes of quality. Briefly explain Juran's Universal breakthrough sequence. (10 Marks)  
b. Explain the 14 steps involved in Crosby's Quality Management. (10 Marks)

### Module-3

- 5 a. Discuss the differences between Traditional Quality Management and Modern Quality Management. (10 Marks)  
b. Describe the 4 major categories of costs associated with quality management. (10 Marks)

**OR**

- 6 a. Explain the following : i) Quality control ii) Quality Assurance. (10 Marks)  
b. Define 'Process Capability Ratio'. Discuss the various economic models for Quality Assurance. (10 Marks)

### Module-4

- 7 a. Explain the importance of "Customer Satisfaction". With a neat sketch Kano's model of Customer satisfaction. (10 Marks)  
b. Discuss the necessity of leadership for successful Quality Management. (10 Marks)

**OR**

- 8 a. Discuss the reasons for Benchmarking. State the advantages and limitations of Benchmarking. (10 Marks)  
b. Define “Just – in – Time” system. Explain the fundamental concepts of JIT. (10 Marks)

**Module-5**

- 9 a. State the objectives of Supply Chain Management. Discuss the various tools of ‘SCM’ for Service Organization. (10 Marks)  
b. Explain how the process of Supply Chain Management helps to achieve higher productivity. (10 Marks)

**OR**

- 10 a. Explain the following :  
i) World Class Supplier                      ii) World Class Customer. (10 Marks)  
b. Discuss the relevance of TQM in World Class Manufacturing and World Class Companies. (10 Marks)

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