USN | | | | | | | | | | 10ME758

Seventh Semester B.E. Degree Examination, June / July 2014
Total Quality Management

Time: 3 hrs.   Max. Marks:100

Note: *Answer any FIVE full questions, selecting atleast TWO questions from each part.*

PART – A

1   a. Define TQM Briefly explain the approach of TQM.   (08 Marks)
    b. Explain the benefits of TQM.   (05 Marks)
    c. Explain TQM frame work with illustration.   (07 Marks)

2   a. Define leaders. Explain the characteristics of a quality leader. (10 Marks)
    b. Explain Deming philosophy.   (10 Marks)

3   a. What is customer feed back? Explain different tools used to collect feedback. (10 Marks)
    b. Enumerate Maslow's hierarchy of needs to involve employee successful implementation of
       TQM.   (10 Marks)

4   a. Explain the process of Bench marking.   (10 Marks)
    b. Write a brief note on Kaizen   (05 Marks)
    c. Explain Juran trilogy.   (05 Marks)

PART – B

5   Explain the following :
    a. Affinity diagram.
    b. Tree diagram.
    c. Matrix diagram.
    d. Group Technique.   (20 Marks)

6   Explain the following with examples :
    a. Scatter diagram.
    b. Histogram.
    c. Cause and effect diagram.
    d. Control charts.   (20 Marks)

7   a. Explain change in culture to implement TQM.   (10 Marks)
    b. Explain : i) Self – assessment process   ii) Implementing of ISO – 9000. (10 Marks)

8   a. Explain the tools for concept development.   (10 Marks)
    b. Explain the tools for design optimization.   (10 Marks)

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