

No. of Printed Pages : 3

Roll No.

18CC2030

M.B.A. EXAMINATION, May 2019

(Third Semester)

(C. Scheme) (Re-appear)

OM02C

QUALITY TOOLKIT FOR MANAGERS

Time : 3 Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit.

Unit I

1. Discuss the Deming philosophy in quality and how this philosophy will help the company in learning quality concept in manufacturing. **15**

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2. If you are a quality manager in a company then how you can implement the concept of Total Quality Management (TQM) and how you can overcome the barriers for TQM implementation. **15**

Unit II

3. What is customer retention and discuss its relationship with service quality and profitability ? **15**
4. (a) Juran Trilogy **7**
(b) Supplier selection and Supplier rating. **8**

Unit III

5. How do you interpret controls ? Explain the possible causes of different out-of-control indicators. **15**
6. Define the term “statistical process control” and discuss its advantages. **15**

Unit IV

7. “Organizations should begin with a critical self-assessment of where it stands.” Explain. State the purpose of ISO 9000. **15**
8. Trace the evolution of “benchmarking” giving some examples of firms who could achieve dramatic results by implementing benchmarking process. **15**