



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21)
END TERM EXAMINATION (TERM -IV)**

Subject Name : **Total Quality Management**

Time: **02.30 hrs**

Sub. Code: **PGO-07**

Max Marks: **60**

Note:

1. All questions are compulsory in Section A & C. Section A carries 8 questions of 2.5 marks each, Section B carries 5 questions of 04 marks each and Section C carries 1 Case Study of 20 marks.

SECTION - A

Attempt all questions. All questions are compulsory.

2.5×08 = 20 Marks

- Q. 1 (A): List any three standard definitions for Quality.
Q. 1 (B): In what way “Do” is different from “Act” in Deming wheel?
Q. 1 (C): Write a brief note on Quality Audit.
Q. 1 (D): Discuss the utility of CONTROL CHARTS in TQM process.
Q. 1 (E): Write note on ISO14000 certification and its features.
Q. 1 (F): Mention the costs related to Internal Failure costs.
Q. 1 (G): Point out the five advantages of Failure Mode Effect Analysis
Q. 1 (H): Write your understanding about Risk Priority Number (RPN)

SECTION - B

Attempt any five out of six questions

04×05 = 20 Marks

- Q.2: Discuss the changes taking place in global scene that has oriented people towards quality initiatives.
Q. 3: What Costs are the associated with External failure costs.
Q. 4: Discuss the benefits derived from the office of Total Productivity Management (TPM).
Q. 5: Discuss Kaizen and its relation to quality improvements.
Q. 6: Explain the different steps involved in the process of FMEA Analysis.
Q. 7: Explain the different steps involved in Benchmarking

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 8: Case Study:

Sell-a-Cell, a Cellphone manufacturer established its business in Kanpur in the year 2000. Within a year, they were able to establish themselves in a local market for the indigenous product. During the second year of the business they want to expand their market to national level. They found they were not achieving the expected state sales. Their financial consultant advocated “Economy of scale” operations. Presently several of their cell phone PX-5 are now available in the godown. The R & D wing of the company consisted of experts in the field. they had found a new chip which had helped in manufacturing their recent innovative product PX-5 cell phone. The researcher was

sure there PX-5 would sell like hotcakes since this was the only miniature phone in the market with the size **7cm x 4cm** weighing just gms. The breakthrough was the new chip, which help in bringing out this PX-5 cell phone. Because of this chip they priced the product at five times the regular product.

The company started facing a deep cash crisis problem since its money was held up in the stock at the godown. A preliminary market study indicated the customer was not interested in this product because it was too costly though they like its miniature. The company was in dilemma on its next course. The CEO came out with the realization that though understanding customers need is essential for the successful business plan, **QFD** (Quality Deployment Function) is a critical to determine the customers' needs.

Question

Q 8(A): As a Quality assurance manager, bring out the consequences of being product focus rather than customer focused.

Q8 (B): Discuss the reason why it is realized that there is need of QFD? What steps you have followed in understanding the quality product required by the customer?

Mapping of Questions with Course Learning Outcome

Question Number	CLO
Q. 1 (A):	
Q. 1 (B):	
Q. 1 (C):	
Q. 1 (D):	
Q. 1 (E):	
Q. 1 (F):	
Q. 1 (G):	
Q. 1 (H):	
Q. 2:	
Q. 3:	
Q. 4:	
Q. 5:	
Q. 6:	
Q. 7:	
Q 8(A):	
Q8 (B):	

Note: Font: Times New Roman, Font size: 12.