

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)  
END TERM EXAMINATION (TERM -IV)**

Subject Name: **Total Quality Management**Time: **02.30 hrs**Sub. Code: **PGO-07**Max Marks: **60****Note:**

All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

**SECTION - A****Attempt all questions. All questions are compulsory.****2×5 = 10 Marks**

- Q. 1 (A): Explain Crosby's absolute for quality management.  
Q. 1 (B): Point out the advantages of benchmarking.  
Q. 1 (C): What is the Malcolm Baldrige National Quality Award?  
Q. 1 (D): Mention the costs related to Internal Failure costs.  
Q. 1 (E): Intricate 1 /10 / 100 rule.

**SECTION - B****10 x 3 = 30 Marks**

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

- Q. 2: A. Compare and contrast the quality aspects of manufacturing goods and services.  
Or  
Q. 2: B. Discuss the uses of cause-and-effect diagram with example
- Q. 3: A. Explain Joran's 10 points for quality improvement.  
Or  
Q. 3: B. What is cost of quality? Explain the cost incurs due to external quality failure.
- Q. 4: A. Explain the different steps involved in the process of FMEA Analysis  
Or  
Q. 4: B. Discuss the pillars of total productivity management in detail.

**SECTION - C**

Read the case and answer the questions

**10×02 = 20 Marks****Q. 5: Case Study:**

In Nestlé group, they prioritized quality. There are over ten million people throughout the world enjoying Nestlé’s products each and every day. Nestlé conducts business on a global scale; everyone pays careful attention to the cultural bias and personal tastes of each country, because each food culture is based on the distinct characteristics of that particular region. However, it will not be going to be too far in the pursuit of food safety and quality management. Nestlé has attained a world-class level by applying “Nestlé Quality Management System” to all their products. Nestlé respects to all relevant laws and regulations of each country, but also implements their own independent high standards of total quality management throughout every aspect of the manufacturing process, from raw materials to end products, in order to consistently bring safe and quality products to consumers around the globe. Furthermore, they are continuously “improving” their products in the global network, which the headquarters of the quality management department in Switzerland, and through the performance of regular inspections that ensure their quality management system is functioning at the highest level.

Nestlé group focuses on facts and results and they strive for zero defect and excellence in everything they do. They adopt a “no waste attitude” and they constantly look for competitiveness and opportunities for continuous improvement of the Quality Standards delivered to their customers and consumers. They provide adequate resources equipment procedures and systems to ensure high quality standards. They build the necessary competence and technical skills. They develop training and teamwork that are crucial to the successful implementation of these standards and to the achievement of excellence and competitiveness. They enforce full compliance with the mandatory standards and principals of their quality management system, which include Food Safety Regulatory and quality requirements in every step of their Value Chain. They measure their quality performance as well as the satisfaction of their customers and consumers by listening to them. Shortcomings and mistakes are analyzed and trigger an immediate action plan for correction and improvement. Their quality management system is aligned with international standards and full transparency is ensured through verification by independent external bodies. They strive for the flawless execution of their quality activities throughout their organization based on rigorous discipline on pro-activeness and on factual and open communications.

Question

**Q. 5: (A). Analyze the nestle case and discussed the practices used by nestle group in order to be the quality leader.**

**Q. 5: (B). Suppose you are the quality assurance manager in automobile company, what quality practices you would use.**

(Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)

### Mapping of Questions with Course Learning Outcome

Question Number	COs	Marks Allocated
Q. 1:	CO1	10 marks
Q. 2:	CO2	10 marks
Q. 3:	CO2	10 marks
Q. 4:	CO3	10 marks
Q. 5:	CO4	20 marks

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