

R09

Code No: E5415

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA – IV Semester Examinations, February -2012

TOTAL QUALITY MANAGEMENT

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

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- 1.a) What is meant by Total Quality Management (TQM)? Give its overview.
b) State and explain benefits of TQM.
- 2.a) Explain about customer perception of quality.
b) Explain the importance of customer satisfaction through Kano's model.
- 3.a) Explain the various stages of PDCA cycle.
b) Explain the philosophy of Kaizen. Explain its guiding principles.
- 4.a) Explain various phases of Benchmarking process.
b) State the pitfalls and criticism of Benchmarking.
- 5.a) What is ISO 9000? Explain the structure of ISO 9000.
b) State the benefits of ISO 9000 registration.
- 6.a) Define Quality Function Deployment (QFD). Explain various steps involved in QFD process.
b) State the various steps involved in building the house of quality.
- 7.a) Explain the steps involved in FMEA. State its advantages.
b) Explain the features of Total Productive maintenance.
- 8.a) Explain the meaning and general structure of Cause and Effect diagram.
b) Explain various steps involved for constructing Cause and Effect diagram.
