

Roll No.

Total No. of Questions : 07]

May 2010

[Total No. of Pages : 02

BBA (Sem. - 4th)
QUALITY MANAGEMENT
SUBJECT CODE : BB - 405
Paper ID : [C0222]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) What is quality?
- b) Relationship Marketing.
- c) Bench marking.
- d) Customer care.
- e) Focus group.
- f) Tools of quality management.
- g) Juran's Quality Trilogy.
- h) ISO 9000.
- i) Internal audit.
- j) What is matrix diagram?

Section - B

(4 × 10 = 40)

- Q2) How is quality a means to success in a competitive and global environment? Discuss.
- Q3) Discuss the role of consultant in developing and implementing ISO 9000 quality standards.
- Q4) Explain the role of Japan in the development of quality concept.
- Q5) Explain the concept of Kaizen regarding quality.
- Q6) Explain various steps required to implement quality management systems.
- Q7) Discuss Juran's contribution for improvement of quality productivity and competitive positions.

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