

Roll No.

Total No. of Questions : 07]

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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) Define Quality.
- b) What is customer satisfaction?
- c) What is the need for customer relationship management?
- d) What are kaizens?
- e) Define a Team.
- f) What is Juran's Quality Trilogy?
- g) What is Total Quality management?
- h) What is matrix diagram?
- i) Write the benefits of ISO 9000.
- j) What are the steps for constructing Pareto diagram?

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Section - B

(4 × 10 = 40)

- Q2)** Discuss the contribution of Japan in the development of quality concept.
- Q3)** Discuss various steps that a business organisation can take in order to ensure customer care.
- Q4)** What are the objectives of benchmarking? Discuss its process.
- Q5)** Compare and contrast the philosophies of Deming and Juran.
- Q6)** Briefly explain various problem solving tools.
- Q7)** What is documentation? Explain the documents prepared while implementing ISO 9000 standards.

