

BBA
QUALITY MANAGEMENT

Paper Code [BB-405]

Paper Id. [C-0222]

Time Allowed: 3 Hours

Max Marks: 60

Note: Section A is compulsory and attempt any four questions from section B.

Section A

Qno 1- Write Short Notes On the Following:

- (a)- Define Quality Cost.
- (b)- Define Quality Management.
- (c)- What is ISO.
- (d)- What is Relationship Marketing..
- (e)- Name any two Quality Gurus.
- (f)- What is TQM
- (g)- Define unbiased data collection.
- (h)- What is Internal Audit
- (i)- What is Quality System
- (j)- Who is a customer.

(10*2= 20)

Section B

- Qno 2- Discuss the Power of customer to choose.
- Qno 3- Discuss in detail the Kaizen Concept with its advantages.
- Qno 4- Discuss the contribution of Crosby in Quality Management.
- Qno 5- Discuss Pareto Diagram in detail.
- Qno 6- Discuss the role of consultants in developing and implementing ISO 9000 Quality Systems.
- Qno 7- Discuss the rise of Japan with focus on Quality.

(4*10 = 40)

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