

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-4th)**QUALITY MANAGEMENT**

Subject Code : BB-405 (2007 to 2011 Batch)

Paper ID : [C0222]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

SECTION-A**I. Write briefly :**

- Define quality
- What are the five phases of benchmarking?
- Objective of quality focus
- Relationship marketing
- Biased data
- Explain Deming's approach to quality management
- Concept of six sigma
- Brainstorming
- Internal audit
- The need for the quality systems

SECTION-B

- Explain the role of quality as a mean to profitability in present competitive era.
- What are major contributions of quality gurus Ishikawa and Juran in field of quality in organisations?
- Write detailed note on tools of Quality Management. Explain Kaizen in detail.
- What is role of consultants in quality system auditing?
- Explain Fishbone diagram and Pareto diagram as problem solving tools.
- What are the steps in the implementation of ISO 9000 quality system? Discuss in detail.

