

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-4th)

QUALITY MANAGEMENT

Subject Code : BB-405

Paper ID : [C0222]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

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

SECTION-A

1. Write briefly :

- (a) Quality.
- (b) Customer Care.
- (c) Benchmarking.
- (d) Contribution of Deming.
- (e) Unbiased data collection.
- (f) ISO 9000.
- (g) Quality consultants.
- (h) Quality and Profits.
- (i) Cost of poor quality.
- (j) Statistical methods of quality management.

SECTION-B

2. How is quality important in a competitive and global environment.
3. What is the significance of customer care and relationship marketing.
4. Discuss Juran's contribution for improvement of quality productivity and competitive positions.
5. What is ISO-9000 series standards ? Explain various steps required to implement quality management systems.
6. Explain various methods of Statistical Quality Control.
7. Explain the role of Japan and other eastern economies in the development of quality concept.