

Roll No. ....

Total No. of Pages : 1

Total No. of Questions : 07

**BBA (Sem.-4)**  
**QUALITY MANAGEMENT**  
**Subject Code : BB-405**  
**Paper ID : [C0222]**

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY.
2. Attempt any FOUR questions from SECTION-B.

**SECTION-A (10 × 2 = 20 Marks)**

1. (a) Define Quality.  
(b) Define external failure costs.  
(c) What is relationship marketing?  
(d) What is Juran's Quality Trilogy?  
(e) Define the external customers.  
(f) What are Kaizens?  
(g) What are the benefits of benchmarking?  
(h) What are ISO 9000 series standards?  
(i) Define internal audit?  
(j) What is the role of consultant in ISO 9000 implementation?

**SECTION-B (4 × 10 = 40 Marks)**

2. Discuss various steps that a business organization can take in order to ensure customer care.
3. Explain the role of Japan in the development of quality concept.
4. Explain Crosby's theory on quality management.
5. Define Benchmarking? Discuss its process.
6. Discuss Juran's contribution for improvement of quality productivity and competitive positions.
7. What is documentation? Explain the documents prepared while implementing ISO 9000 series standards?