

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

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) Focus group.
- c) Customer care.
- d) Bench marking.
- e) Juran's Quality Trilogy.
- f) Brainstorming.
- g) ISO 9000.
- h) Need for customer relationship management.
- i) Inspection.
- j) Unbiased data.

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P.T.O.

Section - B

(4 × 10 = 40)

- Q2)** How is quality a means to success in a competition and global environment. Discuss.
- Q3)** Explain various methods of Statistical Quality Control.
- Q4)** What is a fishbone diagram? How are they important in analyzing internal failures?
- Q5)** Discuss the role of consultant in developing and implementing ISO 9000 quality standards.
- Q6)** Explain the role of Japan in the development of quality concept.
- Q7)** Explain the concept of Kaizer regarding quality.