

Code No:158DW

**R18**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**B.Tech IV Year II Semester Examinations, September - 2022**

**TOTAL QUALITY MANAGEMENT**

**(Common to CE, EEE, ME, ECE, CSE, IT)**

**Time: 3 Hours**

**Max.Marks:75**

**Answer any five questions  
All questions carry equal marks**

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- 1.a) Explain the concept of TQM? What are the principles of TQM? Describe them in detail.  
b) Define Quality? Distinguish between Product Inspection and Process Control. [8+7]
- 2.a) Discuss the process of implementation of TQM. What way the top management's involvement and attitude in TQM is important? Explain.  
b) Explain the methods of statistical quality control. [8+7]
- 3.a) Discuss the role of Marketing and Sales in connection with customer focus and satisfaction under TQM.  
b) Explain the bench marking procedure with illustration. [8+7]
- 4.a) Define Customer. Discuss internal customer conflict and suggest how to improve internal customer satisfaction.  
b) Brief on evaluation of bench marking and pitfalls of bench marking. [8+7]
- 5.a) What do you understand by a quality circle? Discuss briefly the basic quality improvement tools generally used by a quality circle.  
b) How do you draw a Ishikawa diagram? What does an Ishikawa diagram do? Discuss. [8+7]
- 6.a) Draw a Generic Strategy for Organizing Quality implementation and write the salient points.  
b) Discuss the Kepner Tregoe model with its steps. [8+7]
- 7.a) Elaborate on Accounting Systems under TQM? Discuss how it is useful in Quality Management.  
b) What do you understand by 'Cost of Quality'? What are the categories of Cost of Quality? Explain them in detail. [8+7]
8. Briefly explain the series of standards on quality under ISO9000 and in what way it is advantageous to the organization. Explain. [15]

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