

Code No: 764AR**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, July/August - 2021****TOTAL QUALITY MANAGEMENT****Time: 3 hours****Max.Marks:75**

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

- 1.a) Describe the Contributions of Quality Gurus.
- b) Briefly explain the Deming's Philosophy to Total Quality Management. [7+8]
- 2.a) What is Strategic Planning? And explain the concepts of service Quality and Customer Retentions.
- b) Explain the importance of leadership in Total Quality Management and describe the Characteristics of Quality Leaders. [7+8]
- 3.a) Describe the significance of continuous process improvement and PDCA cycle.
- b) What is reengineering? And explain significance supplier partnership. [8+7]
- 4.a) What is Bench Marking? And explain the reasons and process of Bench Marking.
- b) What is Supplier Rating? And explain the concept of Quality Cost. [8+7]
- 5.a) Explain the salient features of Quality Functions.
- b) What is Quality Management System? And explain the benefits of ISO registration. [7+8]
- 6.a) What is Quality Functions Deployment? And explain its salient features.
- b) Explain the building a house of quality and QFD process. [8+7]
- 7.a) Explain the significance of Quality by Design and describe the importance of effective Analysis in TQM.
- b) What is Product Liability? And explain the significance of Proof and expert Witness. [8+7]
- 8.a) What is Forced Field Analysis? And explain its salient features.
- b) Describe the significance of Histogram and Process Capability and brief on quality management in India. [8+7]

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