

Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION SEPT 2018

OM – T4- 3 QUALITY MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. Explain the three legged stool of quality.
2. How do you interpret Pareto principle “80/20”?
3. Explain the benefits of benchmarking.
4. What are the attributes of a Quality Auditor?
5. Write a short note on: Histogram

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. List and explain the various TQM strategies adopted by a company for its successful implementation of TQM.
7. Briefly explain the seven tools of quality control with examples.
8. Find the probability of acceptance for the following data obtained in a single sampling plan: N, lot size = 1000; n, sample size = 60; c, the number of defective items in the sample permitted = 3; and p, fraction or percent defective = 0.01.
9. (a) What are the obstacles to successful implementation of benchmarking?
(b) What are the important benefits from ISO 9001 certification?
10. What are the various types of Quality Audit?

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. (a) Discuss the procedure for Defects per Million Opportunities Analysis (10 Marks)
(b) A customer care center of a service provider, one single line is operated by an executive. When the executive is talking to a customer the other customer has to wait on line. On average, the executive attends about 12000 calls. The customer often complains that it is taking too long time waiting to speak to an executive. The service provider has decided that waiting for more than 3 minutes is too long. A study revealed that on an average 360 calls are waiting too long. Determine the DPMO and the yield of this service. Also, find the sigma level of the service. (10 Marks)

(20 marks)
