

Code No: E-2219

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, March / April 2023**  
**Subject: Total Quality Management**  
**Paper No. MB – 303**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. ISO
2. Pareto's chart
3. Balance Score Card
4. Six sigma metrics
5. Service quality

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

6. (a) Briefly discuss the international quality award programs?  
**(OR)**  
(b) Explain the benefits and costs of TQM?
7. (a) Explain the various measurement tools of TQM?  
**(OR)**  
(b) Explain the objectives and benefits of the quality circles?
8. (a) What is Taguchi's Quality loss function with an illustration?  
**(OR)**  
(b) Write the objectives, benefits and types of Failure Mode Effective Analysis?
9. (a) Write the DMAIC process for six sigma implementation?  
**(OR)**  
(b) Explain the concept and objectives of six sigma?
10. (a) Write the methods and techniques used to improve the service quality?  
**(OR)**  
(b) Write the issues and solutions in managing the total quality at Hotel industry?

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