

May 2015

Bachelor of Business Administration (BBA) Examination

VI Semester

Total Quality Management

Time 3 Hours]

[Max. Marks 80

Note : Attempt any four questions (out of seven questions) from Section A. Each question of Section A carries 15 marks. Section B carries 20 marks. (A Case Compulsory)

Section A

1. (a) "Quality is a new competitive weapon." Justify the statement.
(b) "Quality and financial performance are intimately related." Elaborate.
2. What are "Deming's Deadly Disease" ? How are they related to his 14 points.
3. Explain Taguchi's. "Quality. Loss Function" with an illustration for estimating the same.
4. Briefly discuss the international quality award programs other than MBNQA and state the differences among them.
5. (a) Define the term "statistical process control" and discuss its advantages.
(b) Explain process capability.
6. Write the DMAIC process for six sigma implementation.
7. What do you understand by ISO 9000 and ISO 14000 ? Are they same or different ? How ?

Section B

8. Construct a control chart for mean and the range for the following data on the basis of fuses, samples of 5 being taken every hour (each set of 5 has been arranged in ascending order of magnitude).

42	42	19	36	42	51	60	18	15	69	64	61
65	45	24	54	51	74	60	20	30	109	90	78
75	68	80	77	57	75	72	27	39	113	93	94
78	72	81	84	59	78	95	42	62	118	109	109
87	90	81	89	78	132	138	60	84	153	112	136

Comment on whether the production process seems to be under control.

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