

**Sixth Semester B.E. Degree Examination, Dec.2018/Jan.2019**  
**Total Quality Management**

Time: 3 hrs.

Max. Marks: 80

**Note:** Answer any FIVE full questions, choosing ONE full question from each module.

**Module-1**

- 1 a. Define TQM. Explain six basic concepts of TQM. (08 Marks)  
b. List and explain dimensions of Quality. (08 Marks)

**OR**

- 2 a. Explain the contributions of Quality Gurus. (06 Marks)  
b. Sketch the TQM Frame work. (04 Marks)  
c. Write short note on Benefits of ISO Registration. (06 Marks)

**Module-2**

- 3 a. Explain the characteristics of Quality Leaders. (08 Marks)  
b. Define Ethics. List any six leadership concepts. (08 Marks)

**OR**

- 4 List Deming's 14 points and explain any one. (16 Marks)

**Module-3**

- 5 a. With a neat sketch, explain Kano – Model. (08 Marks)  
b. State and explain Elements of customers service. (08 Marks)

**OR**

- 6 a. Explain Maslow's hierarchy of needs. (08 Marks)  
b. Define : Motivation , Performance , Reward , Recognition , Empowerment , Gainsharing , Teams , Union. (08 Marks)

**Module-4**

- 7 a. Write short note on Six – Sigma. (08 Marks)  
b. Explain i) PDCA cycle with continuous process improvement ii) KAIZEN. (08 Marks)

**OR**

- 8 a. Explain Control charts for variables and attributes. (08 Marks)  
b. Explain : i) Pareto diagram ii) Cause and effect diagram. (08 Marks)

**Module-5**

- 9 a. With a neat sketch, explain Benchmarking Concept. (08 Marks)  
b. Define QFD. With a neat sketch, explain 4 phases of QFD process. (08 Marks)

**OR**

- 10 a. Sketch the concept of Quality by Design and list the benefits of Quality by design. (08 Marks)  
b. Define FMEA. List the stages of FMEA. (08 Marks)