Printed Pages: 02
Paper Id: 236156

Sub Code: KMBN OM-03

Roll No.

MBA
(SEM IV) THEORY EXAMINATION 2022-23
QUALITY MANAGEMENT

Time: 3 Hours *Total Marks: 100*

Note: Attempt all sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

(a) What is quality Control?
(b) What is Product Reliability?
(c) Explain Zero defects in quality management.
(d) What is Pareto chart?
(e) What is Regression Control chart?
(f) Explain Cost of Quality.
(g) What is Robust design?
(h) What is ISO 22000?
(i) What is Benchmarking?
(j) Describe QS9000

SECTION B

2. Attempt the following: **15 x 2 = 30**

Case Study:

The concept of Quality Circles which originated in the United States and actually proliferated in Japan is of recent origin in India. In India, by now several companies have implemented QC programs. Companies where the QC programs have been working successfully include BHEL, Kirloskar Oil Engines, Mahindra & Mahindra, Bajaj Auto etc. Though QC concept has many positive points, it has failed miserably in many organizations due to certain problems and pitfalls.

M/s Global Manufacturers Ltd was one such company. Following are some important problems of M/s Global Manufacturers Ltd efforts and their successive failure in the implementation of Quality Circles.

Both employees and managers had a negative attitude toward QC and often resisted its implementation. Managers felt that QC dilutes their authority and importance in the organization. Also, the employees were characterized by their low level of education and also lack of leadership qualities. Lack of management commitment toward QC was demonstrated by not permitting the members to hold QC meetings during the working hours. The members of the QC felt disheartened when their suggestions were not accepted and implemented by the management without giving convincing reasons for not doing so.

Answer any TWO of the following questions:

(a) What major problems can you identify that have posed as a major hindrance in the successful implementation of Quality Circles at M/s Global Manufacturers Ltd?
(b) How can the negative attitude of employees towards QC be dispelled?
(c) What steps / measures do you propose so that the employees of M/s Global Manufacturers Ltd embrace QC and as a result, further enthuse, tbe members of QC to improve quality of their goods and services

SECTION C

3. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Elaborate and discuss Dimensions of Quality.

(b) Discuss Juran's contribution in quality management.

4. Attempt any *one* part of the following: **10 x 1 = 10**

(a) What is Acceptance sampling? Discuss Acceptance Sampling Plan.

(b) Discuss SERVQUAL model of service quality.

5. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Explain and discuss Process failure Mode and effect analysis (PFMEA).

(b) Discuss the Design of experiments and its role in quality control.

6. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Discuss Six sigma for Process Improvement.

(b) Discuss and elaborate Robust Design and Taguchi Method.

7. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Explain the role and relevance of ISO 9000 for any organization.

(b) What is Quality Audit? Discuss its types and also mention their advantages and limitations