

**B.H.M.C.T. SEM-VIII (2010 COURSE) : SUMMER - 2018**

**SUBJECT : TOTAL QUALITY MANAGEMENT**

Day : **Wednesday**

Date : **18/04/2018**

**S-2018-2173**

Time : **10.00 AM To 01.00 PM**

Max. Marks : 80

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**N.B.**

- 1) All questions are **COMPULSORY**.
  - 2) Figures to the right indicate **FULL** marks.
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- Q.1** Attempt any **FOUR** of the following: (16)
- a) What are the building blocks of total quality management?
  - b) What is a bench mark? State two advantages of bench marking?
  - c) What are the cost associated with poor quality of goods?
  - d) How can customer satisfaction be achieved in service industry?
  - e) What do you understand by the term internal and external customers?
  - f) Discuss the five stars of service quality.
- Q.2** Attempt any **TWO** of the following: (16)
- a) Explain the basic concepts of total quality.
  - b) What are the steps of the bench marking process?
  - c) Discuss any eight guidelines suggested by Deming's to introduce quality in an organization.
- Q.3** Attempt any **FOUR** of the following: (16)
- a) State any four applications of quality control.
  - b) Give the differences between goods and services.
  - c) Define TQM and state two steps that can be undertaken to ensure TQM in service industry.
  - d) State the objectives of MBNQA awards.
  - e) State in brief Crosby's Philosophy of quality management.
  - f) How can an organization delight its customers?
- Q.4** Attempt any **TWO** of the following: (16)
- a) Explain PZB model of service quality.
  - b) State any right Dimensions of service quality.
  - c) Discuss:
    - i) Quality and competitive advantages
    - ii) Quality and personal value
- Q.5** Attempt any **FOUR** of the following: (16)
- a) Give any four definitions of quality.
  - b) Give a Road map for quality planning.
  - c) State any four differences between Total Quality Management and traditional management practices.
  - d) State the benefits TQM philosophy to an organization.
  - e) Give the limitations of bench marking.
  - f) Write a note on the evolution of quality management.

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