

**S.D.E.**  
**M.B.A. Sem-III (2013 Course) : WINTER - 2018**  
**SUBJECT : ELECTIVE – II: QUALITY MANAGEMENT**  
**(Production & Operations Management)**

Day : Wednesday  
Date : 12/12/2018

**W-2018-4570**

Time : 10.00 AM TO 1.00 PM  
Max. Marks : 70

**N.B.:**

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the *SEPARATE answer book.*
- 3) Figures to the right indicate **FULL** marks.

**SECTION – I**

- Q.1** Explain in detail the concept of Quality Management and its objectives with suitable examples. [14]
- Q.2** Discuss the relationship of Quality and Financial Performance. [14]
- Q.3** Explain in detail statistical Quality Control (SQC) with appropriate examples. [14]
- Q.4** Discuss the single and double sampling plan. [14]
- Q.5** Write short notes on **ANY TWO** of the following: [14]
- a) Cost of Quality
  - b) C – Chart
  - c) ACSI Model

**SECTION – II**

- Q.6** Discuss the Kano's Model of Customer satisfaction. [14]
- Q.7** Describe the ISO 9000 Quality System in detail. [14]
- Q.8** "Quality is the reflection of organizations image". Comment. [14]

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