

S.D.E.

**M.B.A. SEM-III (2013 COURSE) : WINTER - 2017**  
**SUBJECT: ELECTIVE – II c) QUALITY MANAGEMENT**  
**(Production & Operations management)**

Day: **Thursday**  
Date: **28/12/2017**

**W-2017-4210**

Time: **10.00 A.M. TO 1.00 P.M.**  
Max Marks. 70

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N.B.

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

- Q.1** Explain meaning and significance of Customer Driven Quality Cycle. (14)
- Q.2** What is ISO 9000? Explain need for ISO 9000 and other quality systems like TS 16949. (14)
- Q.3** Discuss various Sampling plans with suitable examples. (14)
- Q.4** Describe method of constructing  $\bar{X}$ , R control charts. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Quality Control objectives
  - b) Dimensions of Quality
  - c) Process Capability
  - d) Producer's and Consumer's risk

**SECTION - II**

- Q.6** What is the importance of customer satisfaction? Explain Kano's model of customer satisfaction. (14)
- Q.7** What do you mean by Quality Assurance? Explain difference between Quality Assurance and Quality Control. (14)
- Q.8** "Quality is a new competitive weapon" Justify the statement. (14)