

**BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY (CBCS-2016 COURSE)**  
**B.H.M.C.T. Sem - VII : WINTER :- 2021**  
**SUBJECT: TOTAL QUALITY MANAGEMENT**

Day : Wednesday  
Date 2/2/2022

W-15219-2021

Time : 02:00 PM-04:30 PM  
Max. Marks: 60

**N.B.**

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

**SECTION – I**

- Q.1** Match the following: **(06)**
- | A                           | B                |
|-----------------------------|------------------|
| a) Seiton                   | i) Sustain       |
| b) Seiri                    | ii) Ishikawa     |
| c) PDCA                     | iii) Bar Graph   |
| d) Shitsuke                 | iv) W. E. Deming |
| e) Cause and Effect Diagram | v) Sort          |
| f) Pareto chart             | vi) Straighten   |
- Q.2** Attempt any **TWO** of the following: **(12)**
- a) Discuss any six dimensions used by customers to evaluate service quality.
  - b) Define Quality. State any six points of importance.
  - c) Explain the concept of Six Sigma.
- Q.3** Attempt any **TWO** of the following: **(12)**
- a) Define Benchmarking .State any four advantages of benchmarking.
  - b) Draw and briefly describe the Fish Bone diagram.
  - c) Discuss the following costs associated with quality products:
    - i) Internal failure cost
    - ii) External failure cost

**SECTION – II**

- Q.4** Match the following: **(06)**
- | A                         | B                         |
|---------------------------|---------------------------|
| a) Seiketsu               | i) Philip Crosby          |
| b) Compensation           | ii) Shine                 |
| c) Downgrading            | iii) Preventive cost      |
| d) Seisu                  | iv) Internal failure cost |
| e) Cost of Quality Manual | v) External failure cost  |
| f) Zero Defect            | vi) Standardise           |
- Q.5** Attempt any **TWO** of the following: **(12)**
- a) Briefly describe the purpose and benefits of ISO certification.
  - b) Discuss the concept of customer driven quality with suitable example.
  - c) Draw and briefly describe the PZB model of service quality.
- Q.6** Attempt any **TWO** of the following: **(12)**
- a) Write any six points of differentiation between Traditional and Modern Management.
  - b) Briefly discuss Deming’s contribution to quality management.
  - c) Describe PDCA model of continuous improvement.

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