

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- VIth SEMESTER–EXAMINATION – MAY- 2012****Subject code: 160206****Date: 22/05/2012****Subject Name: Total Quality Management****Time: 10:30 am – 01:00 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** 1. Define – Quality 02
 2. What is cost of quality? Classify it, and Explain External failure cost. 05
(b) Classify 9 Dimensions of quality & explain it. 07

- Q.2 (a)** 1. State benefits of implementing “Total Quality Management” in any organization or services. 02
 2. Discuss stages of evaluation of Total Quality Management. 05
(b) Explain 14 point philosophy from Deming for Total Quality Management. 07

OR

- (b)** Discuss TQM Road Map & role of Top Management in it. 07

- Q.3 (a)** Explain – Change Management 07
(b) 1. What is SWOT analysis? State benefits of SWOT analysis to any organization 04
 2. Define following terms: 03
 1. Efficiency
 2. Effectiveness
 3. Internal & External Customer

OR

- Q.3 (a)** Explain customer satisfaction & retention model. 07
(b) What is Quality Function Deployment? Explain it. 07

- Q.4 (a)** Explain Quality Circle Philosophy. 07
(b) Enlist Seven QC tools. State Principle of Pareto Chart. Draw Pareto chart for following data from a glass manufacturing company 07

Potential Causes	Faulty Packaging	Poor Production Processes	Factory Mishandling	Problem in Transit
Defects (nos.)	80	7	12	22

OR

- Q.4 (a)** Explain focus of Team and difference between a Group & Team with reference to implementing Total Quality Management. 07
(b) A. Explain the procedures involved in ISO 9000 certification. Write in two sentences that What ISO 14000 series quality standards represents? 07

- Q.5 (a)** Explain importance of FMEA & steps involved in FMEA 07
(b) What are the steps to be followed in 5’S’ implementation? 07

OR

- Q.5 (a)** 1. Define: MTTF, MTBF, & OEE. 03
 2. Highlight the need for RCM & TPM in organizations. 04
(b) Explain - Zero Defect 07
