

Code:19ME2801A

IV B.Tech - II Semester – Regular Examinations - MAY 2023

TOTAL QUALITY MANAGEMENT
(Common for CE, ME , CSE)

Duration: 3 hours

Max. Marks: 70

Note: 1. This question paper contains two Parts A and B.

2. Part-A contains 5 short answer questions. Each Question carries 2 Marks.

3. Part-B contains 5 essay questions with an internal choice from each unit. Each question carries 12 marks.

4. All parts of Question paper must be answered in one place.

BL – Blooms Level

CO – Course Outcome

PART – A

		BL	CO
1. a)	List out the factors effecting quality.	L2	CO1
1. b)	Discuss about Deming philosophy of quality.	L2	CO2
1. c)	What is Internal customer concept?	L2	CO3
1. d)	Define Quality function deployment.	L2	CO4
1. e)	What are the Benefits of ISO Standards?	L2	CO5

PART – B

			BL	CO	Max. Marks
UNIT-I					
2	a)	Define Quality. What is the role of Top management in promoting TQM?	L2	CO1	8 M
	b)	Explain the concept of Total Quality Management.	L2	CO1	4 M
OR					

3	a)	List out the various Elements of TQM.	L2	CO1	6 M
	b)	Highlight the principles of TQM.	L2	CO1	6 M
UNIT-II					
4	a)	Define cost of quality. How do you measure the quality cost?	L2	CO2	8 M
	b)	Write a short note on importance of quality cost.	L2	CO2	4 M
OR					
5	a)	Discuss the role of leadership for successful implementation of TQM.	L2	CO2	6 M
	b)	What are the qualities of a successful leader?	L2	CO2	6 M
UNIT-III					
6	a)	“Customer lost is a customer cost” Explain this statement with examples.	L2	CO3	6 M
	b)	What is the importance of Quality circles?	L2	CO3	6 M
OR					
7	a)	What are the benefits of using the PDCA cycle in Indian industries?	L2	CO3	8 M
	b)	Explain the principles of Kaizen.	L2	CO3	4 M
UNIT-IV					
8	a)	With the help of a neat sketch explain House of quality.	L2	CO4	8 M
	b)	Discuss Taguchi quality loss function.	L2	CO4	4 M
OR					

9	a)	Is Total Productive Maintenance Worthy-Justify your Answer?	L2	CO4	6 M
	b)	What are the methods of calculating process capability?	L2	CO4	6 M
UNIT-V					
10	a)	Discuss in detail the standards of ISO 9000 series.	L2	CO5	6 M
	b)	Briefly explain about the Elements of ISO 9000.	L2	CO5	6 M
OR					
11	a)	What is ISO? State the objectives of ISO 9000.	L2	CO5	6 M
	b)	Which are the four tiers of documentation in ISO 9000.	L2	CO5	6 M