

**R18**

**Code No: 158DW**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**B.Tech IV Year II Semester Examinations, July - 2023**

**TOTAL QUALITY MANAGEMENT**

**(Common to EEE, CSE, IT)**

**Time: 3 Hours**

**Max. Marks: 75**

**Note:** i) Question paper consists of Part A, Part B.

ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

**PART – A**

**(25 Marks)**

- 1.a) What is PDCA cycle? [2]
- b) Briefly explain OC curves. [3]
- c) Who is a customer? [2]
- d) What is supplier partnering? [3]
- e) What is cross functional team? [2]
- f) What are the prerequisites for sustaining the philosophy of quality circles? [3]
- g) What do you understand by 'non-conformance quality costs'? [2]
- h) Explain why quality can never be free. [3]
- i) What is the period for which ISO 9000 certificate is given initially? [2]
- j) What is the essential nature of ISO 9000 standard? [3]

**PART – B**

**(50 Marks)**

- 2.a) Highlight the importance of leadership and management for implementation of TQM.
- b) What are the key elements of TQM? [6+4]

**OR**

- 3.a) What are the dimensions of product quality?
- b) With suitable examples, explain assignable causes and chance causes and point out the differences between them. [5+5]

- 4.a) What are the factors to be considered for success of benchmarking exercise?
- b) Distinguish between internal and external customers of an organization. [6+4]

**OR**

- 5.a) Bring out the pitfalls of bench marking.
- b) What is supplier rating? What are the relevant factors considered in supplier rating? [6+4]

QA QA QA QA QA QA QA G

6.a) Briefly explain the role of top management and workforce in organizational transition to TQM.

b) What are the steps in constructing scatter diagram? [6+4]

**OR**

7.a) What is empowered team? Explain the role of empowered team in organizing for TQM.

b) What are the uses of Paneto chart? [6+4]

8.a) What are the uses of quality cost information?

b) With suitable examples, distinguish external and internal failure costs of quality. [5+5]

**OR**

9.a) Discuss the techniques for analysis of quality costs.

b) Who are the group of people in the organization, interested in quality cost information? What could be the purpose of their interest? [6+4]

10. Discuss the nature and characteristics of the Q.S.9000 requirements of internal quality auditing of organization applying for the certification. [10]

**OR**

11.a) Bring out the importance of documentation for ISO 9000 standards of quality.

b) Briefly explain the tangible and intangible advantages of ISO 9000 certification. [5+5]

---ooOoo---

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G