

June 2014

Bachelor of Business Administration (BBA) Examination

VI Semester

Total Quality Management

Time 3 Hours]

[Max. Marks 80

Note : Attempt any four questions (out of seven questions) from Section A. Each question of Section A carries 15 marks. Section B carries 20 marks. (A Case Compulsory)

Section A

1. "The only way to win global competition is "Quality" of products / services." Justify with examples.
2. (a) Briefly describe Crosby's "Absolutes of Quality Management".
(b) Discuss the strengths and weaknesses of Juran's Philosophy.
3. What is "house of quality" in QFD approach ? Outline the process of building the "house of quality" ?
4. What do you understand by ISO 9000 and ISO 14000 ? Are they same or different ? How?

OR

5. Explain the Balridge Award Evaluation Process.
6. What is Total Productive Maintenance ? Is it same as total preventive maintenance ? Discuss relevance of Total Productive Maintenance to TQM framework ?
7. Discuss the reasons for benchmarking stating their advantages and limitations.
8. Write short notes on :
(a) Cost of Quality.
(b) Pitfalls in TQM.
(c) Eight Building Block of TQM.

Section B

The thickness of Silicon Wafers used in the production of semiconductors must be closely controlled. The tolerance of one such product is specified as ± 0.005 inches. In one production facility, 3 wafers were selected each hour and thickness measured carefully within one ten-thousandth of an inch. The results obtained for 25 samples is as follows :

41	78	84	60	46	64	43	37	50	57	24	78	51
70	53	34	36	47	16	53	43	29	83	42	48	57
22	68	48	25	29	56	64	30	57	32	39	39	50
41	56	46	99	71	41	41	22	62	64	44	41	
29	64	41	86	54	02	39	40	70	52	38	63	
35	36	16	98	39	53	36	46	46	57	60	62	

- (a) Determine trial control limit for \bar{X} and R chart.
- (b) What primary conclusions can you draw about the statistical control from your observations and analysis of data and control charts?
- (c) Can these charts be improved. If possible draw revised control charts:
 $A_2 = 1.073$, $D_4 = 2.574$, $D_3 = 0$.

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