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Subject Code:- AMIBA0605

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: VI - THEORY EXAMINATION (20 - 20)

Subject: Total Quality management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. The Central idea of Total Quality Management is : (CO1 , K4) 1
- (a) Quality through teamwork
 - (b) Quality by chance
 - (c) Departmental quality control
 - (d) Independent process control
- 1-b. 5S implementation contributes to _____ (CO2 , K3) 1
- (a) Increased documentation
 - (b) Reduced waste and improved flow
 - (c) Additional layers of control
 - (d) Employee reshuffling
- 1-c. Among the following identify the main reason organizations use benchmarking: (CO3 , K2) 1
- (a) Enhance visual appeal
 - (b) Reduce workforce
 - (c) Improve performance
 - (d) Decrease advertising cost
- 1-d. Six Sigma aims to enhance _____ across departments (CO4 , K2) 1
- (a) Personal preferences
 - (b) Process efficiency

- (c) Social engagement
- (d) Sponsorship deals
- 1-e. Median indicates the _____ in an ordered data set. (CO5 , K3) 1
 - (a) Smallest number
 - (b) Mode of data
 - (c) Middle value
 - (d) Summation of data
- 2. Attempt all parts:-
- 2.a. List the main objective of TQM. (CO1 , K4) 2
- 2.b. Mention the five components of the 5S methodology. (CO2 , K3) 2
- 2.c. Describe the concept of competitive benchmarking with an example.(CO3 , K2) 2
- 2.d. State major goals associated with Six Sigma initiatives. (CO4 , K2) 2
- 2.e. State the importance of mean in analyzing central tendency. (CO5 , K3) 2

SECTION-B 15

3. Answer any three of the following:-

- 3-a. Outline the stages in the evolution of quality management. (CO1 , K4) 5
- 3-b. Explain Quality Planning, Quality Control, and Quality Improvement as the managerial processes under Juran Trilogy, (CO2 , K3) 5
- 3.c. Evaluate the challenges and limitations in implementing benchmarking. (CO3 , K2) 5
- 3.d. Explain Six Sigma as a quality management approach in business. (CO4 , K2) 5
- 3.e. Analysis of the role of ISO 9000 in enhancing customer satisfaction and continuous improvement. (CO5 , K3) 5

SECTION-C 30

4. Answer any one of the following:-

- 4-a. Discuss in detail the eight building blocks of Total Quality Management. (CO1 , K4) 6
- 4-b. Demonstrate the application of leadership in achieving TQM objectives. (CO1 ,K4) 6

5. Answer any one of the following:-

- 5-a. Explain the three components of Juran's Trilogy and describe their role in strategic quality planning. (CO2 ,K3) 6
- 5-b. Demonstrate in detail the Crosby's theory on Quality Management. (CO2 , K3) 6

6. Answer any one of the following:-

- 6-a. Examine the critical elements that make benchmarking successful and sustainable in organizations. (CO3 , K2) 6
- 6-b. Explain in detail the concept and need of Total Productive Maintenance (TPM). (CO3 , K2) 6

7. Answer any one of the following:-

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| 7-a. | Demonstrate in detail the features and goals of Six Sigma. (CO4 , K2) | 6 |
| 7-b. | Evaluation of the impact of Six Sigma on customer loyalty and satisfaction. (CO4 , K2) | 6 |

8. Answer any one of the following:-

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|------|---|---|
| 8-a. | Detailed review of the principles of quality management emphasized in ISO 9000:2000. (CO5 , K3) | 6 |
| 8-b. | Investigation of the role of audits in maintaining ISO certification and continuous improvement. (CO5 , K3) | 6 |

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