

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –III Examination Dec. - 2011

Subject code: 2830008**Date: 10/12/2011****Subject Name: Quality Management (QM)****Time: 10.30 am – 01.30 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) "You don't inspect quality into a product, you have to build it in" - 07
Discuss the implication of this statement.

(b) State various types of statistical studies applicable to quality management. Explain each with examples for quality improvement. 07

Q.2 (a) Define quality. Explain the continuous improvement view of quality and illustrate it. 07

(b) What is TQM? Describe Deming's contribution to quality management. 07

OR

(b) Elaborate your understanding regarding humanistic elements of TQM with examples. 07

Q.3 (a) Explain the concept of Re-engineering and its advantages. 07

(b) What do you understand by QFD? Using a schematic diagram, explain the various steps in the construction of the QFD house of quality. 07

OR

Q.3 (a) Define six sigma management with roles and responsibilities in organization. State its benefits and costs. 07

(b) What is process capability? Explain the essentials of process capability in detail. 07

Q.4 (a) What is value engineering? What are the benefits of VE for quality management explain with suitable case. 07

(b) What is the GAP model of service quality measurement? What are the limitations of the SERVQUAL instrument? 07

OR

Q.4 (a) For a specific manufacturing operation with which you are familiar, describe how you would conduct a controllability study? 07

(b) What is lean manufacturing? Explain the essentials of Lean manufacturing. 07

Q.5 (a) Write a note on Quality assurance audits. 07

(b) Provide the overview of the quality standards and explain any one in detail. 07

OR

Q.5 (a) Write a note on quality strategy for Indian industry. 07

(b) Why has cost of quality become an important issue? Using a schematic diagram, outline the various constituents of prevention costs. 07
