

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-III • EXAMINATION – WINTER 2013**

**Subject Code: 2830008****Date: 18-12-2013****Subject Name: Quality Management (QM)****Time: 14:30 pm – 17:30 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) What are the various types of Quality audit? Explain the purpose and scope of quality audit. **07**
- (b) Discuss the concept of ISO certification series. Explain any of the ISO certification in brief. **07**

- Q.2** (a) What do you understand by benchmarking? Explain various types of benchmarking for a ceiling fan manufacturing company. **07**
- (b) What do you understand by quality and quality management? Discuss the importance of quality by taking any service industry example. **07**

**OR**

- (b) Discuss DMAIC process to implement six-sigma. **07**
- Q.3** (a) Explain the benefits derived from TQM with examples. If you are appointed to improve the service quality of a Post Office through TQM principles, what actions will you take? **07**
- (b) A trading company wants to improve its performance by using six-sigma principles. As a management consultant, suggest your action plan. **07**

**OR**

- Q.3** (a) Explain the concept of Kaizen and Gemba Kaizen. Also discuss the major tools of Gemba kaizen. **07**
- (b) How Kaizen is different from breakthrough improvement? Support your answer with example. **07**

- Q.4** (a) Briefly discuss advantages of benchmarking. **07**
- (b) Business Process Reengineering can also be implemented in projects. Discuss various phases of the implementation process of BPR in projects. **07**

**OR**

- Q.4** (a) Discuss various product quality dimensions with examples. **07**
- (b) How the control charts are used as a quality control tool? Discuss with an appropriate example. **07**

- Q.5** (a) Service sector is divided into four categories named service factory, service shop, mass services and professional services. Discuss each category with appropriate examples. **07**
- (b) It is difficult to identify service quality as compared to goods' quality. Which are the characteristics of services differentiate them from goods? **07**

**OR**

- Q.5** (a) Customer Relationship Management (CRM) is considered as an important aspect in managing the quality. Do you agree with this statement? Discuss. **07**
- (b) How Pareto Chart is helpful in reducing the defects in product manufacturing. Discuss Pareto chart with example. **07**

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