

Seat No.: \_\_\_\_\_  
No. \_\_\_\_\_

Enrolment

## GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – WINTER • 2014

**Subject Code: 2830008**

**Date: 06-12-2014**

**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) QS 9000 is a sector specific common supplier quality standard for the automotive industry. Discuss the standard with any automotive organization. **07**
- (b) ISO 9001:2008 is a quality certificate given to the organization and not to the product. Do you agree? Discuss with example. **07**
- Q.2** (a) What do you understand by cost of Quality? Discuss various costs associated with poor quality. **07**
- (b) Discuss various product quality dimensions with examples. **07**
- OR**
- (b) A mobile handset manufacturing company wants to use Six Sigma for defect free production. Help the company to follow DMADV approach for Six Sigma implementation. **07**
- Q.3** (a) Briefly discuss Six Sigma training programs. **07**
- (b) Masaaki Imai coined the concept of Gemba Kaizen. Briefly explain Gemba principles. **07**
- OR**
- Q.3** (a) Creativity is in the form innovation or invention. Explain the concepts and differentiate between innovation or invention **07**
- (b) How Benchmarking is helpful in quality management? Discuss Strategic Benchmarking and Process benchmarking with examples. **07**
- Q.4** (a) How can benchmarking become an intervention technique for organizational change? Explain with example. **07**
- (b) Depict your understanding for BPR. How is BPR helpful for the company working in rapidly changing environment? **07**
- OR**
- Q.4** (a) Discuss Total productive maintenance with real life examples. **07**
- Q.4** (b) How Pareto Chart is considered as a quality improvement tool? **07**
- Q.5** (a) Discuss TQM concept and its principles. **07**
- (b) Why Quality Audit is necessary for an organization? **07**
- OR**
- Q.5** (a) What do you understand by Quality Function Deployment (QFD)? Discuss. **07**
- (b) Discuss various types of Quality Audits in brief. **07**

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