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**B.E/B.Tech DEGREE END SEMESTER EXAMINATION April / May 2011**  
(Common to Agri, Material Sc., Civil, Geo, Mech, Manuf, Print, Indust, Mining, CSE&IT)

**SEVENTH SEMESTER**

**GE 481: Total Quality Management**

**(Regulations 2004)**

**Time: 3 hrs**

**Max. Marks: 100**

**Answer all questions**

**PART - A**

**(10 \* 2 = 20 marks)**

1. Define Total Quality Management.
2. Define Leadership.
3. Draw and label the Kano's customer satisfaction Model.
4. Define Synergy.
5. List the old as well as new QC Tools.
6. What is a Mode?
7. What is Benchmarking?
8. What is QFD process?
9. What is the need for ISO 9000 Quality System?
10. How QS 9000 is different from ISO 9000?

**PART - B**

**(5 \* 16 = 80 marks)**

11. (i). Explain the Concept of Total Productive Maintenance. (8 marks)
- (ii). Explain Design FMEA with an example (8 Marks)
12. (a).(i) Discuss the Evolution of Total Quality Management in Indian context. (8 Marks)
- (ii) Discuss the barriers to TQM implementation in Indian context. (8 Marks)
- (or)
- (b).(i). Explain Vision, Mission and Quality policy with suitable examples. (8 Marks)
- (ii). Describe briefly the contributions of Dr. Deming towards TQM. (8 Marks)

13. (a) (i).What are hygiene Factors? Explain. (8 Marks)  
(ii). Explain the role of performance appraisal. (8 Marks)  
(or)
- (b).(i).Explain the concept of continuous process improvement. (8 Marks)  
(ii).What is KAIZEN? Explain. (8 Marks)
14. (a). (i) Explain Fish bone diagram with an example. (8 Marks)  
(ii).Discuss Arrow diagrams with a suitable example. (8 Marks)  
(or)
- (b). (i).Explain the concept of Six-Sigma. (8 Marks)  
(ii).Describe Matrix Diagram with an example (8 Marks)
15. (a). Explain the steps to be followed in implementing ISO 9000: 2000 Quality Management System in an Educational Institution. (16 Marks)  
(or)
- (b).(i) Distinguish between Internal audit and External audit. (6 Marks)  
(ii).What are the requirements of ISO 14000 EMS standards?  
Explain them briefly. (10 Marks)