

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 07
management. Explain each with examples for quality improvement.

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

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

OR

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

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 07
the various steps in the construction of the QFD house of quality.

OR

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

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

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

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

OR

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

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

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

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

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 07
diagram, outline the various constituents of prevention costs.
