

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VII • EXAMINATION – WINTER • 2014****Subject Code:173401****Date: 25-11-2014****Subject Name: Total Quality Management****Time: 10:30 am - 01:00 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) Define Quality and discuss its characteristics. 07
(b) Write dimensions of Quality. Provide suitable examples. 07
- Q.2 (a) Write barriers to TQM implementation. 07
(b) What is Quality Council? Explain its duties. 07
- OR
- (b) Explain Balridge view of leadership. 07
- Q.3 (a) Enumerate 14 points of Management by Deming. 07
(b) How customer complaints are important in quality management? 07
- OR
- Q.3 (a) Explain the Taguchi Loss function. 07
(b) Write briefly about 5S of TQM. 07
- Q.4 (a) Explain philosophy of Total Productive Maintenance. Mention its objectives. 07
(b) Discuss the process of Benchmarking. 07
- OR
- Q.4 (a) Write a note on Failure Mode and Effect Analysis. Briefly explain its stages. 07
(b) Write a short note on Quality Function Deployment. 07
- Q.5 (a) Discuss the importance of Supplier Partnership. Write the conditions for supplier selection. 07
(b) Explain the objectives of Internal Audit. 07
- OR
- Q.5 (a) What are the essential requirements of ISO 9001? 07
(b) Elaborate 'Excellence in Quality'. Provide 3 examples from your surrounding environment. Can discuss products/ services or processes. 07
