

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 2830008**Date: 27-05-2015****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) Explain in detail the concept of QFD (Quality Function Deployment) **07**
 (b) Write a short note on the eight pillars of Total Productive Maintenance **07**
- Q.2** (a) Explain the concept of process Capability. Mention the importance of two widely used process capability Indices. **07**
 (b) Explain the Servqual Model of TQM in services **07**
- OR**
- (b) Write a short note on Quality Improvement Tools **07**
- Q.3** (a) Explain: Value Analysis & Value Engineering **07**
 (b) Mention the contribution of the following quality gurus in the field of quality management : **07**
- Philips Crosby (3 marks)
 - Kaoru Ishikawa(2 marks)
 - Walter Shewart (2 marks)
- OR**
- Q.3** (a) Explain in detail what do you mean by Six Sigma. Mention the steps involved in executing Six Sigma with the help of a suitable example. **07**
 (b) Mention the contribution of the following Quality gurus in the field of Quality Management : **07**
- W. Edwards Demings (3 marks)
 - Joseph Juran (2 marks)
 - Genichi Taguchi(2 marks)
- Q.4** (a) Explain in detail : Cost of Quality **07**
 (b) Explain Business process Re-engineering with its methodologies **07**
- OR**
- Q.4** (a) Explain the following concepts (1 mark each): **07**
 (i)Kaizen (ii) Poka Yoka (iii)QCC (iv) Quality Assurance (v) Breakthrough Improvement (vi) FEMA (Failure mode & effect Analysis) (vii)Types of Quality
- (b) Explain the ISO 9001:2008 Quality Management System **07**
- Q.5** (a) Explain the keys elements of TQM **07**
 (b) What are the variations? What are the types of variations? **07**
- OR**
- Q.5** (a) Explain in detail the Audit Standards **07**
 (b) Explain the dimensions of Product quality **07**
