Seat No.:	Enrolment No
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## **GUJARAT TECHNOLOGICAL UNIVERSITY**

		M.B.A SEMESTER – III • EXAMINATION – WINTER 2012	
Subj	ect o	code: 2830008 Date: 01-01-2013	
Subj	ect l	Name: Quality Management	
Time	e: 10	:30 pm – 01:30 pm Total Marks: 70	
Inst	ruct	ions:	
		Attempt all questions.	
		Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.	
	3.	rigures to the right mulcate run marks.	
<b>Q.1</b>	(a)	Quality of the product is based on the various dimensions. Discuss various	<b>07</b>
	<b>(b)</b>	dimensions of product quality with at least one example of each.	07
	<b>(b)</b>	What do you understand by quality and quality management? Discuss the importance of quality by taking any service industry example.	07
		importance of quanty by taking any service industry example.	
<b>Q.2</b>	(a)	Quality management principles are a set of comprehensive and fundamental	<b>07</b>
		rules for leading and operating an organization. Discuss various TQM	
	<b>(b)</b>	principles in this relation.  A TQM organization is different from a traditional organization. What are	07
	(6)	these differences?	07
		OR	
	<b>(b)</b>	Depict your understanding for statistical process control. How can we use it in	<b>07</b>
		controlling attribute data?	
Q.3	(a)	What is acceptance sampling? Discuss with an example.	07
	<b>(b)</b>	Discuss DMAIC process to implement six-sigma.	07
		OR	
Q.3	(a)	Benchmarking is an important quality improvement tool. What are the various	07
	<b>(b)</b>	types of benchmarking a production firm can use?  Explain the concept of Kaizen and Gemba Kaizen. Also discuss the major	07
		tools of Gemba kaizen.	0.
<b>Q.4</b>	(a)	Brainstorming is a method for developing creative solutions to problems. Discuss.	07
	<b>(b)</b>	Business Process Reengineering (BPR) is a rules oriented process. Discuss various rules of BPR.	07
		OR	
<b>Q.4</b>	(a)	Discuss the concept of invention and innovation with suitable examples.	<b>07</b>
<b>Q.4</b>	<b>(b)</b>	Customer is focal point in quality management. Discuss.	<b>07</b>
Q.5	(a)	ISO is dealing with different kinds of certificates for different requirement.	07
<b>~.</b> ~	(u)	Discuss at least two of them.	37
	<b>(b)</b>	An MBA institute wants to obtain ISO 9001:2008 certificate. Due to lack of	<b>07</b>
		competence knowledge of quality management and ISO, the institute wants to take your consulting service. Guide the institute for obtaining the required certificate.	

OR

- Q.5 (a) Discuss Failure Mode and Effect Analysis (FMEA) for a car manufacturing 07 company.
  - (b) Discuss various types of Quality audit, and explain the purpose and scope of quality audit.

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