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GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION - WINTER 2013 Subject Code: 2830008 Date: 18-12-2013 **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) What are the various types of Quality audit? Explain the purpose and scope of 07 quality audit. (b) Discuss the concept of ISO certification series. Explain any of the ISO 07 certification in brief. **Q.2** (a) What do you understand by benchmarking? Explain various types of 07 benchmarking for a ceiling fan manufacturing company. (b) What do you understand by quality and quality management? Discuss the 07 importance of quality by taking any service industry example. **(b)** Discuss DMAIC process to implement six-sigma. 07 **Q.3** (a) Explain the benefits derived from TQM with examples. If you are appointed to improve the service quality of a Post Office through TQM principles, what actions will you take? (b) A trading company wants to improve its performance by using six-sigma 07 principles. As a management consultant, suggest your action plan. OR Q.3 (a) Explain the concept of Kaizen and Gemba Kaizen. Also discuss the major tools of Gemba kaizen. (b) How Kaizen is different from breakthrough improvement? Support your answer 07 with example. **Q.4** (a) Briefly discuss advantages of benchmarking. 07 (b) Business Process Reengineering can also be implemented in projects. Discuss various phases of the implementation process of BPR in projects. **Q.4** (a) Discuss various product quality dimensions with examples. 07 (b) How the control charts are used as a quality control tool? Discuss with an 07 appropriate example. Q.5 (a) Service sector is divided into four categories named service factory, service shop, 07 mass services and professional services. Discuss each category with appropriate examples. (b) It is difficult to identify service quality as compared to goods' quality. Which are 07 the characteristics of services differentiate them from goods? Q.5 (a) Customer Relationship Management (CRM) is considered as an important aspect 07

(b) How Pareto Chart is helpful in reducing the defects in product manufacturing. **07** Discuss Pareto chard with example.

in managing the quality. Do you agree with this statement? Discuss.