Seat No.:	Enrolment
No	

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – WINTER • 2014

Subject Name: Quality Management (QM)

Time: 10:30 am - 01:30 pm	Total I	Marks:	70
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Instructions:

- 1. Attempt all questions.
- 2. Make suitable assumptions wherever necessary.
- 3. Figures to the right indicate full marks.
- Q.1 (a) QS 9000 is a sector specific common supplier quality standard for the automotive 07 industry. Discuss the standard with any automotive organization.
 - (b) ISO 9001:2008 is a quality certificate given to the organization and not to the product. **07** Do you agree? Discuss with example.
- Q.2 (a) What do you understand by cost of Quality? Discuss various costs associated with poor quality.
 - (b) Discuss various product quality dimensions with examples. 07

OR

- (b) A mobile handset manufacturing company wants to use Six Sigma for defect free **07** production. Help the company to follow DMADV approach for Six Sigma implementation.
- Q.3 (a) Briefly discuss Six Sigma training programs.
 - (b) Masaaki Imai coined the concept of Gemba Kaizen. Briefly explain Gemba principles. 07

OR

- Q.3 (a) Creativity is in the form innovation or invention. Explain the concepts and differentiate 07 between innovation or invention
 - (b) How Benchmarking is helpful in quality management? Discuss Strategic Benchmarking 07 and Process benchmarking with examples.
- Q.4 (a) How can benchmarking become an intervention technique for organizational change? 07 Explain with example.
 - (b) Depict your understanding for BPR. How is BPR helpful for the company working in rapidly changing environment?

OR

- Q.4 (a) Discuss Total productive maintenance with real life examples. 07
- Q.4 (b) How Pareto Chart is considered as a quality improvement tool?
- Q.5 (a) Discuss TQM concept and its principles. 07
 - (b) Why Quality Audit is necessary for an organization? 07

OR

- Q.5 (a) What do you understand by Quality Function Deployment (QFD)? Discuss. 07
 - (b) Discuss various types of Quality Audits in brief.

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