

MEL420: Total Quality Management

Please state all your assumptions very clearly. This will carry weightage.

Marks: 70

Weightage: 35 %

Section A: Conceptual and Application Oriented

[Marks: 40]

- A.1 (a) Explain the following TWO theories of motivation with reference to your (or your friend's) mini-project only. Your response must be specific. Do not forget to write the specific context!
i) Vroom's Expectancy Theory and ii) Herzberg's Motivation-Hygiene Theory

(b) List at least 3 important learnings each from the following:

- i) Video of "Mumbai Dabbewala case"; and ii) "Who moved my cheese".

(c) What is ADKAR model? Describe how it can be applied for implementing the suggestions given in your mini-project. [Marks 6+4+4=14]

- A.2 Design a Customer Satisfaction Form (CSF) for Central Library of IIT Delhi. Draw a flow chart explaining the methodology to be used for the analysis of the same using 7 QC tools. Please note that based on the CSF, the central library must be in a position to conduct a self-assessment exercise! [Marks =8]

- A.3 Some contextual situations (CS) are given below. Discuss what is (are) the quality issue(s) involved and how do you resolve these issues and give specific implementation guidelines for the same. [Marks 4.5x4=18]

CS1 A copy machine in Mechanical Department suffers frequent paper jams and users are often confused as to how to fix the problem.

CS2 The publication team for a software company such as TCS wants to improve the accuracy of its user documentation but is unsure of why documents are not error-free.

CS3 Oriental Bank (OB) needs to determine how many teller positions and ATM machines it needs for a new branch in South Delhi. Its information includes the average numbers and types of customers served by other similar facilities, as well as demographic information to suggest the level of customer traffic in the new facility.

CS4 A BPO(Business Process Outsourcing) agency wants to investigate why they had so many changes in their contracts. They believe that the number of changes may be related to the Rupee value of the contract or the days between the request for the proposal and the actual award of the contract.

Your answer MUST be in the format given below.

Situation	Quality issue(s)	How to Resolve (which tools/templates etc. to be used: e.g ISO9000, TPM, JIT etc)	Justification for the tool (e.g. as why ISO 9000 etc. in this situation)	Implementation guidelines (Not more than 5)
CS1				
CS2 etc.				