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Seventh Semester B.E. Degree Examination, June/July 2017 Total Quality Management

Time: 3 hrs.

Max. Marks: 100

Note: Answer FIVE full questions, selecting at least TWO questions from each part.

PART - A

- 1 a. Define TQM. With the help of a block diagram explain TQM framework. (10 Marks)
 - b. What are different dimensions of quality? With an example of a CNC Lathe explain dimensions of quality.
- Describe with example Stephen R Covey's "Habits of Independence, Interdependence and Renewal". (10 Marks)
 - b. What is strategic planning? Discuss seven steps involved in strategic quality planning".
 (10 Marks)
- a. With the help of a neat sketch discuss the translation of customer needs into requirements.
 (10 Marks)
 - b. With neat block diagram compare and contrast Maslow's Hierarchy of needs with Herzberg's Hygiene theory. (10 Marks)
- 4 a. Describe four "Primary improvement strategies". (08 Marks)
 - b. Briefly explain the following concepts and tools.

 i) Benchmarking ii) Quality Function Deployment iii) FMEA. (12 Marks)

PART - B

- 5 a. Briefly explain interrelationship diagram Develop an interrelationship diagram for identifying the root cause and the outcome for student absenteeism in engineering colleges.

 (10 Marks)
 - b. Briefly explain process Decision program chart. Construct a PDPC for planning an intercollege student's paper presentation event in your college. (10 Marks)
- 6 a. With an example sketch and discuss the construction and applications of a control chart. How is it different from a Run chart? (10 Marks)
 - b. With an example distinguish between a histogram and Pareto diagram. Discuss their applications. (10 Marks)
- What are the basic elements of self Assessment process? Discuss the importance and objectives of self Assessment projects. (08 Marks)
 - b. What is meant by organization culture? Where is it seen? Where is it reflected? How to achieve change in organizational culture? (08 Marks)
 - Distinguish between strategic change and process change. (04 Marks)
- 8 a. Briefly explain the process of design for six sigma. (08 Marks)
 - b. List and explain the different tools used in design development, optimization and verification process for six sigma. (12 Marks)

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