**TQM Question Bank**

1. Define TQM. Explain the basic approach of TQM
2. Explain the contributions of Different TQM Guru’s
3. Explain the TQM framework
4. Define quality. Elaborate the different dimensions of quality
5. Illustrate the obstacles and benefits of TQM
6. Define Leadership. Explain the characteristics of quality leaders
7. Explain the Deming’s philosophy through 14 principles
8. Define customer satisfaction. Explain the internal and external customers
9. Explain the customer perception of quality
10. Explain the feedback and customer complaints under customer satisfaction.