



## MIDTERM EXAM – QUALITY CONTROL AND ASSURANCE.

**NAME:** \_\_\_\_\_

**SCORE:** \_\_\_\_\_

**YEAR & SECTION:** \_\_\_\_\_

*General Instruction: Choose the best answer for each question. Encircle the letter of your answer.*

- A. Continuous improvement  
C. Leadership commitment  
B. Customer focus  
D. Process-centered approach
- 26. During a review, a trainee remembered that TQM encourages employee involvement at all levels. This principle is best described as:**
- A. Employee involvement  
C. Customer-driven quality  
B. Strategic approach  
D. Leadership vision
- 27. A manager explains that TQM stresses "process thinking" to ensure consistency and reduce variation. Which concept does this highlight?**
- A. Customer satisfaction  
C. Process-centered approach  
B. Supplier partnership  
D. Continuous feedback
- 28. An instructor asks: "Why does TQM emphasize strong leadership commitment?"**
- A. Because leaders control inspection at the end of production  
B. Because leadership provides direction and creates a culture of quality  
C. Because leaders design all technical aspects of processes  
D. Because leaders reduce the need for employee involvement
- 29. A bakery implements customer surveys after every purchase to identify ways to improve. Which TQM principle is being applied?**
- A. Leadership commitment  
C. Employee empowerment  
B. Customer focus  
D. Process design
- 30. A school cafeteria assigns cross-functional teams to monitor food safety, reduce waste, and propose better serving processes. Which principle is demonstrated?**
- A. Employee involvement  
C. Supplier relationship  
B. Continuous improvement  
D. Leadership
- 31. A hospital finds recurring errors in patient data entry. Leaders analyze whether the issue is due to poor process design or employee negligence. Which TQM principle helps them identify root causes rather than blaming individuals?**
- A. Continuous improvement  
C. Employee motivation  
B. Process-centered approach  
D. Customer focus
- 32. A company compares its quality results against industry leaders to find gaps in performance. Which TQM principle explains this benchmarking practice?**
- A. Supplier partnership  
C. Leadership responsibility  
B. Continuous improvement  
D. Employee involvement
- 33. A manufacturing plant is deciding between investing in better employee training or buying more inspection machines. Which choice better aligns with TQM principles?**
- A. Investing in training, because it prevents defects at the source  
B. Buying machines, since inspection ensures zero defects  
C. Avoiding both to reduce costs  
D. Relying solely on supplier quality
- 34. A hotel manager debates whether to empower frontline employees to make small customer service decisions without approval. From a TQM perspective, what should be chosen?**
- A. Deny empowerment to keep consistency  
B. Allow empowerment, because employee involvement increases responsiveness  
C. Rely only on leadership to approve all actions  
D. Focus solely on customer surveys instead
- 35. A startup wants to design a TQM-inspired program that integrates customer feedback with supplier performance tracking. What should the program emphasize?**
- A. Internal auditing only  
B. Customer focus and supplier relationship  
C. Leadership control over workers  
D. Process inspection after completion
- 36. A university plans to build its own TQM model combining Deming's PDCA cycle and employee-driven innovation. What will the new model emphasize?**
- A. Leadership control without feedback

8. A juice manufacturer notices that product complaints mostly occur during peak production months. What does this indicate?
- A. Increased workload may reduce QC effectiveness
  - B. Customers prefer bottled water
  - C. Machines are always defective
  - D. Peak months mean higher profits
9. Management must choose between two QC strategies:  
- Strategy A: Inspect only final products before shipping.  
- Strategy B: Monitor quality throughout the production process.  
Which is the better evaluation?
- A. Strategy A is better since it saves inspection time
  - B. Strategy B is better because it prevents defects early and reduces waste
  - C. Both are equal since they involve inspection
  - D. Neither improves customer satisfaction
10. A supplier offers cheaper raw materials, but past data shows high defect rates. Which evaluation is best?
- A. Accept to cut costs
  - B. Reject since poor materials increase quality risks
  - C. Accept and ignore customer complaints
  - D. Buy materials randomly to test luck
11. A group of students is tasked to design a QC plan for a school canteen food service. Which idea best demonstrates creativity in applying QC fundamentals?
- A. Develop a checklist for food temperature, cleanliness, and portion size before serving
  - B. Ask students to complain directly without record
  - C. Trust vendors without inspection
  - D. Only taste-test food randomly
12. A startup in garment production wants to propose an innovation in QC. Which creative plan works best?
- A. Design a digital system that tracks defects and sends alerts in real time
  - B. Wait for customer returns before monitoring issues
  - C. Assign untrained staff to inspect garments
  - D. Ignore errors since sales are increasing
13. A trainee in a manufacturing plant is asked to recall the main distinction between Quality Control (QC) and Quality Assurance (QA). Which statement is correct?
- A. QC is about customer service, while QA is about advertising
  - B. QC is long-term planning, while QA is short-term action
  - C. QC and QA are both only about fixing mistakes after production
  - D. QC is focused on the final product inspection, while QA is focused on improving the process
14. During a class discussion, a student says: "QA builds confidence in the system, while QC builds confidence in the output." What does this imply?
- A. QA focuses on sales, while QC ensures customer loyalty
  - B. QC prevents defects by improving processes, while QA only detects issues
  - C. QA ensures process reliability, while QC verifies product quality
  - D. QC and QA are exactly the same in function
15. A factory producing bottled water discovers that several bottles are underfilled. Which immediate action shows a QC activity, not QA?
- A. Updating the training manual for workers
  - B. Measuring and rejecting underfilled bottles from the batch
  - C. Designing a new supplier evaluation policy
  - D. Reviewing the machine calibration procedure

16. A pharmaceutical company notices recurring customer complaints about incorrect tablet weights. Managers must determine whether the issue stems from poor process design or poor product inspection. Which conclusion reflects the correct QC vs. QA distinction?
- A. Both QC and QA only focus on fixing issues after products reach customers
  - B. The defect relates to QC, since inspection failed to detect nonconforming tablets, while QA should analyze the manufacturing procedure
  - C. The defect relates to QA, since it only checks the product at the end
  - D. QC and QA are interchangeable, so the distinction doesn't matter
17. A manager has two proposals to reduce defects:
- Option A: Increase the number of final product inspectors.
- Option B: Redesign the workflow and introduce preventive checks during production.
- Which option is more effective from a QA vs. QC perspective?
- A. Both options are equally effective since QC and QA serve the same role
  - B. Option A, because QA always deals with the finished product
  - C. Option B, because QA strengthens processes to reduce errors before they occur
  - D. Option A, because QC ensures that every defective product is caught
18. A software startup is asked to design a balanced strategy that integrates both QC and QA. Which plan best demonstrates this?
- A. Relying only on automated product testing without process checks
  - B. Waiting for customer complaints before fixing issues
  - C. Conducting bug tests before release (QC) while establishing coding guidelines and peer reviews (QA)
  - D. Eliminating QA since QC already covers product inspection
19. During a class discussion, a student recalled that one quality expert introduced the "14 Points for Management" that revolutionized modern TQM. Who was this expert?
- A. Kaoru Ishikawa
  - B. Philip Crosby
  - C. Joseph Juran
  - D. W. Edwards Deming
20. A manager explains that one expert believed "quality is free," meaning the cost of doing things right is always less than the cost of doing things wrong. Which expert's philosophy is being described?
- A. W. Edwards Deming
  - B. Philip Crosby
  - C. Joseph Juran
  - D. Kaoru Ishikawa
21. A production supervisor implements "Quality Circles" in which frontline workers meet regularly to suggest solutions for recurring defects. This action reflects the teachings of:
- A. Joseph Juran
  - B. Kaoru Ishikawa
  - C. Philip Crosby
  - D. W. Edwards Deming
22. A company is reviewing customer complaints about a product not meeting expectations. They decide to use the concept of "fitness for use" to analyze the gap between design and customer satisfaction. Which expert's approach is guiding their analysis?
- A. Philip Crosby
  - B. Joseph Juran
  - C. Kaoru Ishikawa
  - D. W. Edwards Deming
23. A hospital is deciding between adopting Deming's philosophy of "continuous improvement" or Crosby's "zero defects." Which would be more suitable in a highly complex healthcare system where processes evolve daily?
- A. W. Edwards Deming
  - B. Philip Crosby
  - C. Joseph Juran
  - D. Kaoru Ishikawa
24. A startup tech company wants to design a new quality framework that combines Deming's process improvement principles with Ishikawa's quality circles. What would their new program emphasize?
- A. Zero defects through strict inspection only
  - B. Continuous process improvement driven by worker participation
  - C. Customer fitness for use without employee involvement
  - D. Cost savings without regard for long-term quality
25. A student is asked to recall the principle that emphasizes "meeting customer expectations as the ultimate measure of quality." Which TQM principle is this?

- 44. During training, a supervisor says: "Quality planning ensures that our processes meet both industry standards and customer requirements." What does this statement best demonstrate?**
- A. That standards only apply to product design
  - B. That standards link organizational processes with expectations and compliance
  - C. That standards replace the need for inspections
  - D. That standards are only necessary when failures occur
- 45. A restaurant integrates food safety standards (HACCP) into its menu preparation process. Which action shows proper application of standards in quality planning?**
- A. Cooking based on the chef's personal preferences
  - B. Randomly checking food quality at the end of the day
  - C. Designing kitchen workflows that strictly follow HACCP requirements
  - D. Ignoring external standards to save costs
- 46. A clothing company receives rising complaints about torn seams. Investigation reveals the firm skipped required durability standards to cut costs. What does this situation show?**
- A. The company correctly balanced cost and standards
  - B. Standards were properly integrated but poorly implemented
  - C. Ignoring standards in planning led to recurring quality failures
  - D. Standards were irrelevant to customer satisfaction
- 47. A CEO must choose between:**
- Option A: Invest in detailed quality planning guided by ISO standards.**
- Option B: Rely solely on customer complaints to fix quality issues.**
- Which decision best upholds the importance of standards?**
- A. Option B, because it saves time and resources
  - B. Option A, because standards ensure long-term consistency and reduced risks
  - C. Both options are equally effective
  - D. Neither option improves quality planning
- 48. A startup is developing its first quality management system. To align with global standards while adapting to local practices, which approach is most effective?**
- A. Ignoring international standards to cut costs
  - B. Copying competitors' systems without adjustments
  - C. Building a flexible system that integrates ISO principles with local needs
  - D. Depending only on informal employee feedback
- 49. A new trainee asks why companies include quality planning in their operations. Which of the following best recalls the primary objective of quality planning?**
- A. To ensure products and services consistently meet customer requirements
  - B. To shorten production time regardless of outcomes
  - C. To minimize documentation and paperwork
  - D. To allow flexibility by ignoring standards
- 50. A project manager explains to a team that quality planning aims to align product specifications with both customer expectations and regulatory requirements. What does this highlight about the objective of quality planning?**
- A. It mainly focuses on cutting costs
  - B. It integrates compliance and customer satisfaction into business processes
  - C. It eliminates the need for risk management
  - D. It only applies to large-scale organizations
- 51. A food manufacturing company wants to reduce complaints about inconsistent flavors in their products. Which action shows application of quality planning objectives?**
- A. Relying on customer feedback only after products are shipped
  - B. Establishing standard recipes and monitoring compliance

- c. Designing recipe controls and training staff to ensure flavor consistency  
d. Ignoring complaints since minor issues are expected
52. A service firm notices frequent delays in deliveries. Upon review, they find that quality planning did not consider supplier lead times. What does this situation reveal?  
A. The objectives of quality planning were fully achieved  
B. The quality planning overlooked critical process factors  
C. The delays had no relation to planning objectives  
D. The quality planning failed because it missed external dependencies
53. A company has two options for its new quality plan:  
**Option A: Focus on short-term cost reduction by skipping some quality controls.**  
**Option B: Prioritize customer satisfaction and compliance with standards even if initial costs are higher.**  
Which option better reflects quality planning objectives?  
A. Option A, since cost savings drive profitability  
B. Option B, because long-term consistency and satisfaction outweigh short-term costs  
C. Both options equally serve quality objectives  
D. Neither option addresses planning concerns
54. A startup in the tech industry wants to set quality planning objectives for its first product.  
Which is the best approach?  
A. Ignore customer input and rely only on internal processes  
B. Focus solely on short-term profits to attract investors  
C. Develop objectives that combine customer needs, compliance, and process efficiency  
D. Copy the quality plans of competitors without modifications
55. A manager explains that poor quality often costs more than investing in quality processes.  
Which concept does this statement recall?  
A. The cost of poor quality includes rework, waste, and lost customer trust  
B. Quality is always cheaper than cost control  
C. Culture of quality means ignoring costs  
D. Quality planning has no financial impact
56. A new employee asks why the company stresses "quality at every step." What is the main idea behind creating a culture of quality?  
A. It reduces the need for leadership involvement  
B. It ensures employees see quality as everyone's responsibility  
C. It shifts accountability only to inspectors  
D. It treats quality as optional when costs rise
57. A textile company experiences rising customer returns due to fabric defects. Which action best applies the principle of linking cost and culture of quality?  
A. Reducing staff to lower expenses  
B. Ignoring returns since they are part of business  
C. Training employees to prevent errors and monitoring defect-related costs  
D. Allowing customers to fix defective products themselves
58. A hospital spends heavily on corrective actions after patient safety incidents. An internal review shows no preventive quality culture was in place. What does this analysis suggest?  
A. High costs were unavoidable in healthcare  
B. The hospital correctly applied a reactive approach  
C. Lack of preventive culture increased long-term costs  
D. The costs were unrelated to quality practices
59. A CEO is comparing two strategies:  
**Option A: Invest in staff training to build a culture of quality.**

- B. Continuous improvement through employee participation
  - C. Focus only on supplier quality
  - D. Customer satisfaction surveys alone
37. A trainee is asked why Quality Control (QC) is essential in the production of medicines. Which statement correctly recalls its importance?
- A. QC ensures that each batch meets safety and effectiveness standards
  - B. QC only checks packaging designs
  - C. QC eliminates the need for employee training
  - D. QC is mainly for marketing purposes
38. A manager explains to new employees: "Quality control isn't just about detecting defects but also about building customer trust." What does this explanation mean?
- A. QC reduces the need for process monitoring
  - B. QC helps maintain consistent product reliability, strengthening customer confidence
  - C. QC is mainly focused on faster production
  - D. QC prevents the need for service feedback
39. A restaurant introduces a daily food quality checklist to ensure meals meet hygiene and taste standards before serving. Which importance of QC is being applied here?
- A. Preventing service inconsistencies
  - B. Reducing staff involvement
  - C. Avoiding customer dissatisfaction through proactive monitoring
  - D. Shortening preparation time
40. A car manufacturer notices increased customer complaints about faulty brakes. Upon review, they find inspection reports were often skipped due to pressure to meet quotas. What does this analysis reveal about QC's role?
- A. QC mainly reduces employee workload
  - B. QC should only be applied in final inspections
  - C. Lack of QC enforcement compromises safety and damages trust
  - D. QC is less important when demand is high
41. A hotel manager must choose between:
- Option A: Relying on guest complaints to detect service quality issues.
- Option B: Implementing a proactive QC program that audits cleanliness and customer interactions daily.
- Which option better reflects the importance of QC?
- A. Option A, because guest complaints are enough for feedback
  - B. Both are equally effective approaches
  - C. Neither, since QC adds unnecessary costs
  - D. Option B, because proactive QC prevents issues before they affect customer satisfaction
42. A startup factory wants to design a QC program that ensures efficiency while maintaining customer trust. Which plan best demonstrates creativity in applying QC principles?
- A. Inspecting only the final products before delivery
  - B. Relying solely on supplier checks without internal controls
  - C. Developing an integrated QC system combining automated defect detection with customer feedback analysis
  - D. Reducing QC to cut production costs
43. A new employee in a manufacturing firm is asked why the company follows ISO 9001 standards. Which response correctly recalls the purpose of quality standards?
- A. They provide a framework to ensure consistent quality and customer satisfaction
  - B. They serve as marketing tools to attract investors
  - C. They are optional suggestions for businesses
  - D. They only apply during product inspections

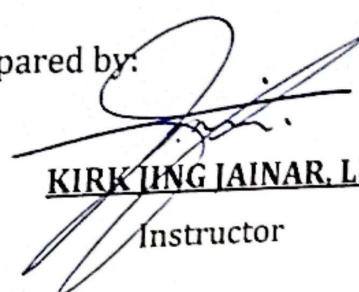
**Option B: Limit investments and accept occasional defects as normal. Which evaluation best reflects the cost-benefit of quality culture?**

- A. Option B saves costs in the short term, which outweighs culture
- B. Option A creates higher expenses without measurable return
- C. Option A prevents higher long-term costs and strengthens reputation
- D. Option B is equally effective as Option A

**60. A startup wants to establish both cost efficiency and a strong culture of quality. Which initiative best demonstrates a balanced plan?**

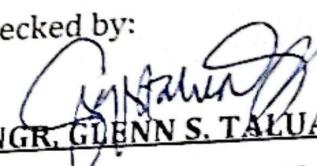
- A. Focus only on minimizing costs to attract investors
- B. Copy competitor cost structures without adaptation
- C. Design a system where cost tracking, prevention, and employee involvement in quality are integrated
- D. Delay quality initiatives until after profitability is achieved

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