



### MIDTERM EXAM IN INTECH 313: QUALITY CONTROL AND ASSURANCE

#### GENERAL INSTRUCTIONS:

1. Read the instructions carefully before answering.
2. **SHADE** your best choice of answer in the given **ANSWER SHEET**.
3. **CHEATING** is **STRICTLY PROHIBITED!**
4. If you have clarification and confusions, **ASK** your proctor, not your classmates.

#### TEST I – MULTIPLE CHOICE

INSTRUCTION: Choose the correct letter of your answer.

1. What does TQM stand for?
  - a. Total Quality Management
  - b. Technical Quality Measurement
  - c. Team Quality Methods
  - d. Total Quantity Management
2. Who is known as the “Father of Total Quality Management”?
  - a. Philip Crosby
  - b. W. Edwards Deming
  - c. Joseph Juran
  - d. Kaoru Ishikawa
3. Which principle of TQM emphasizes that “quality is everyone’s responsibility”?
  - a. Continuous improvement
  - b. Customer focus
  - c. Total employee involvement
  - d. Process-centered approach
4. What is the main focus of TQM?
  - a. Reducing costs
  - b. Increasing profit margins
  - c. Meeting and exceeding customer expectations
  - d. Speeding up production only
5. Which Japanese term in TQM means “continuous improvement”?
  - a. Kaizen
  - b. Kanban
  - c. Poka-Yoke
  - d. Gemba
6. Which quality tool is known as the “fishbone diagram”?
  - a. Histogram
  - b. Cause-and-effect diagram
  - c. Control chart
  - d. Pareto chart
7. Who introduced the concept of “Zero Defects” in quality management?
  - a. W. Edwards Deming
  - b. Joseph Juran
  - c. Philip Crosby
  - d. Armand Feigenbaum
8. What does “customer focus” in TQM mean?
  - a. Meeting internal production goals
  - b. Prioritizing employee needs over customers
  - c. Understanding and satisfying customer requirements
  - d. Reducing supplier involvement
9. Which of the following is a key principle of TQM?
  - a. Departmental isolation
  - b. Continuous improvement
  - c. One-time inspection
  - d. Ignoring customer feedback
10. What is the ultimate goal of TQM in an organization?
  - a. Short-term profit increase
  - b. Organizational excellence and long-term success
  - c. Faster production only
  - d. Reducing employee involvement
11. Why is quality considered a key factor in global competitiveness?
  - a. Because it reduces the number of employees
  - b. Because it ensures consistent customer satisfaction and market trust
  - c. Because it eliminates competition
  - d. Because it increases prices

12. How does meeting international quality standards help a company compete globally?
- By guaranteeing higher profits
  - By aligning products and services with global expectations
  - By reducing innovation needs
  - By avoiding production costs
13. Why is customer satisfaction important for global competitiveness?
- It directly contributes to repeated purchases and brand loyalty worldwide
  - It only affects local markets
  - It decreases production efficiency
  - It focuses solely on reducing employee workload
14. How does poor quality affect a company's global standing?
- It improves the company's visibility
  - It may damage reputation and reduce international trust
  - It ensures faster production cycles
  - It attracts more competitors
15. Why do multinational companies adopt Total Quality Management (TQM)?
- To make products cheaper
  - To enhance global competitiveness through continuous improvement
  - To shorten product life cycles
  - To eliminate the need for skilled workers
16. What is the relationship between quality assurance and global competitiveness?
- Quality assurance ensures compliance with standards, supporting competitiveness in global markets
  - Quality assurance lowers production costs regardless of standards
  - Quality assurance only applies to local markets
  - Quality assurance prevents employee turnover
17. How can continuous improvement help organizations stay competitive globally?
- By adapting products and services to changing customer needs
  - By preventing product updates

- By focusing only on production speed
  - By lowering brand recognition
18. Why are certifications like ISO 9001 valuable in international trade?
- They automatically make products cheaper
  - They provide proof of standardized quality practices, boosting customer confidence
  - They eliminate the need for marketing
  - They ensure monopoly in the market
19. How does globalization increase the importance of quality?
- By exposing companies to more competitors and higher customer expectations
  - By reducing the need for product differentiation
  - By lowering customer demands
  - By limiting the number of companies in the market
20. Why is quality a strategic tool in achieving organizational excellence worldwide?
- Because it integrates customer satisfaction, efficiency, and global standards
  - Because it focuses only on cost reduction
  - Because it avoids technological upgrades
  - Because it eliminates global demand
21. A company discovers that a batch of its products failed quality tests but has already been shipped to retailers. What should the company ethically do?
- Recall the products and inform customers immediately
  - Ignore the issue since the products are already sold
  - Lower the price of defective products
  - Blame the retailer for improper handling
22. An organization wants to improve its reputation in global markets. Which CSR initiative best applies quality management principles?
- Producing eco-friendly packaging for its products
  - Reducing inspection procedures to save time
  - Lowering quality standards to reduce costs

- d. Avoiding customer complaints by offering discounts only
23. A food manufacturer identifies that using cheaper but unsafe raw materials will cut costs. Applying ethics in quality management, what should they decide?
- Reject the unsafe materials to protect consumer health
  - Use the cheaper materials but improve marketing
  - Mix unsafe and safe materials to balance quality
  - Ignore the risk since profit is higher
24. A company introduces a CSR program that funds local education while maintaining high product quality. What is the likely result?
- Enhanced brand trust and long-term competitiveness
  - Decreased product demand due to higher costs
  - Lower employee morale
  - Reduced compliance with global standards
25. An electronics company wants to demonstrate social responsibility. Which action applies both CSR and quality assurance?
- Properly recycling defective electronic parts
  - Selling defective items at a discount
  - Reducing warranties to save cost
  - Using misleading ads to cover product flaws
26. A pharmaceutical firm discovers side effects in a new drug. What ethical quality assurance action should be applied?
- Halt distribution and conduct further safety testing
  - Continue selling since profits are needed
  - Reduce dosage labels but keep selling
  - Hide the information from the public
27. A clothing manufacturer wants to apply CSR while ensuring product quality. Which decision is most appropriate?
- Using fair labor practices and sustainable fabrics
  - Outsourcing to unregulated factories for cheaper labor
- c. Lowering quality to maximize profit  
d. Avoiding CSR projects to reduce expenses
28. A car company applies ISO 9001 quality standards and implements environmental CSR policies. How does this application benefit them?
- By building consumer trust and gaining global market access
  - By avoiding investment in worker training
  - By reducing compliance with regulations
  - By ignoring ethical concerns in production
29. A firm discovers that its supplier uses child labor. How should the company apply CSR and ethical quality management?
- Cut ties with the supplier and find ethical alternatives
  - Continue buying since it lowers costs
  - Ignore the issue to maintain production flow
  - Reduce inspections of supplier facilities
30. An airline company wants to apply quality management with CSR in mind. Which of the following actions is best?
- Ensuring aircraft safety standards while reducing environmental impact with fuel-efficient technologies
  - Reducing maintenance checks to save costs
  - Ignoring customer safety complaints
  - Using outdated aircraft to lower expenses
31. A company implements new quality procedures, but employees resist following them. What is the most likely root cause?
- Lack of proper employee training and involvement
  - Too many product defects
  - Poor marketing strategies
  - Shortage of raw materials
32. An organization with strong quality culture reports fewer product recalls than its competitors. What does this indicate?
- Employees are more committed to quality values
  - The company has more expensive equipment
  - Marketing is more aggressive
  - Competitors are more innovative

33. Management often rewards employees only for meeting production quotas, not for maintaining quality. What effect does this have on quality culture?
- It prioritizes output over quality, weakening quality commitment
  - It increases employee loyalty
  - It reduces production time while improving quality
  - It encourages ethical practices
34. A survey shows that employees know quality policies but do not apply them in daily work. What does this reveal about the quality culture?
- Lack of alignment between knowledge and behavior
  - Excessive training programs
  - Strong customer focus
  - Overdependence on automation
35. A company achieves ISO certification but continues to face recurring quality issues. What might this suggest about its quality culture?
- Certification alone does not ensure a genuine quality mindset
  - Certification guarantees zero defects
  - Competitors are sabotaging products
  - ISO focuses only on production speed
36. Employees frequently blame others for mistakes instead of solving problems together. What does this behavior reveal?
- Weak teamwork and poor ownership of quality
  - Strong customer orientation
  - Clear understanding of root cause analysis
  - Effective communication across departments
37. A firm's leadership emphasizes "profit first" while neglecting customer feedback. How does this affect quality culture?
- It undermines long-term trust and weakens commitment to quality improvement
  - It builds stronger employee morale
  - It strengthens brand loyalty
  - It improves customer satisfaction
38. Two factories adopt the same quality tools, but only one sees long-term improvement. The difference is likely due to:
- Stronger employee engagement and cultural alignment in one factory
  - More expensive machines in one factory
39. A company with a strong quality culture notices employees voluntarily suggesting improvements. What does this behavior indicate?
- Employees have internalized quality values and feel ownership
  - The company forces suggestions
  - Workers avoid responsibility
  - The organization rejects continuous improvement
40. A new employee observes that mistakes are treated as learning opportunities rather than punishable offenses. What cultural element is being demonstrated?
- A supportive learning environment that strengthens quality attitudes
  - A lack of discipline in operations
  - Avoidance of accountability
  - Overemphasis on punishment
41. A company with strong sales but poor quality ratings plans to expand abroad. How should this strategy be evaluated?
- Risky, because quality weaknesses can harm global reputation
  - Strong, since sales show high demand
  - Effective if expansion happens quickly
  - Neutral, as quality is less important than sales
42. A manufacturer reduces training programs to cut costs. What is the best evaluation of this strategy?
- Weak, since poor training lowers quality and competitiveness
  - Strong, because it immediately saves money
  - Neutral, since training has little effect on quality
  - Acceptable only for short-term use
43. A competitor invests in Total Quality Management (TQM) and achieves higher customer satisfaction. How should your company respond strategically?
- Evaluate adopting TQM to match or surpass competitor performance
  - Ignore TQM and continue with current practices
  - Lower product prices to compete
  - Reduce inspections to save costs

- c. Acceptable only if machines are brand new
- d. Not necessary because breakdowns are normal

47. A company produces more than the forecasted demand to maximize machine use. How should this decision be judged?
- a. Acceptable, since extra stock always helps
  - b. Risky, as overproduction leads to waste and storage issues
  - c. Good, because it guarantees future orders
  - d. Acceptable only if workers are available

48. A factory with limited space decides to add more machines to increase capacity. How should this decision be evaluated?
- a. Acceptable, since more machines always mean more capacity
  - b. Risky, because space constraints may cause congestion and inefficiency
  - c. Good, since labor remains the same
  - d. Acceptable only if shifts are increased

49. A company invests in worker training instead of buying new machines to expand capacity. Evaluate this decision.
- a. Poor, because machines determine true capacity
  - b. Acceptable, since skilled workers improve productivity and utilization
  - c. Wrong, because workers cannot affect capacity
  - d. Acceptable only in service industries

50. A business ignores forecasting and simply reacts to actual demand when planning capacity. How should this be judged?
- a. Poor strategy, since lack of forecasting risks mismatched capacity and demand
  - b. Acceptable since actual demand is the most accurate
  - c. Good for small businesses only
  - d. Acceptable if workers work overtime

### TEST II – Essay

**INSTRUCTION:** React concisely with the following questions. (5 pts. each)

Rubrics for rating.

5	Composition is outstanding. Statements/ideas are precise and concise with correct usage of grammar.
4	Composition is very satisfactory. Statements/ideas are precise and concise with slight problems in grammar.
3	Composition is satisfactory. Statements/ideas are not precise and concise with slight problems in grammar.
2	Composition is poor. Statements/ideas are slightly irrelevant with poor usage of grammar.
0	No composition at all.

51 – 55. Explain the importance of Production Activity Control (PAC) in achieving efficiency in manufacturing systems. How does PAC contribute to meeting customer delivery dates?

56- 60. Discuss the challenges and limitations of forecasting in technology-driven industries. How can managers reduce the risks of inaccurate forecasts?

## ANSWER SHEET

Name: \_\_\_\_\_

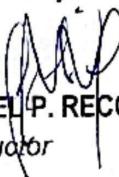
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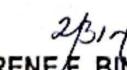
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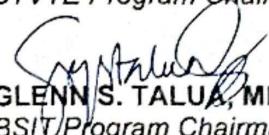


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