

**MAM-706**

**MAM/MBA (Dual Degree/Integrated Course),  
VII Semester**

Examination, November 2019

**Total Quality Management**

*Time : Three Hours*

*Maximum Marks : 70*

- Note:* i) Attempt any Five questions.  
ii) All questions carry equal marks.

1. Define Quality. Explain the basic concepts of Total Quality Management.
2. What is Customer Retention? Explain the strategies for Customer Retention.
3. Describe the need and importance of Employee Involvement in TQM.
4. What is Juran Trilogy? Explain Juran's 10 steps for quality improvement.
5. Elucidate about the reasons and process of Benchmarking.
6. Explain the concept of Six Sigma.

7. Explain the elements of ISO 9000:2000 quality system.
8. What is Quality Audit? Elucidate about the steps involved in it.

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