UNIT 1

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

UNIT 2

1. Define customer satisfaction. Explain the internal and external customers
2. Define and explain the following

* Performance
* Reward
* Recognition
* Empowerment
* Gainsharing

1. Explain the customer perception of quality
2. Explain the feedback and customer complaints under customer satisfaction
3. Explain the following motivational theories for employee involvement: Maslow’s Hierarchy of needs, Herzberg’s two factor theory
4. Explain the following motivational theories for employee involvement: Maslow’s Hierarchy of needs, Herzberg’s two factor theory
5. Explain in brief Juran Trilogy

UNIT 3

1. Explain the basic concepts to achieve the motivated workforce
2. Explain in brief Categories of Quality Costs
3. Explain PDSA cycle with neat block diagram
4. Describe the criteria and strategy for performance measurement.
5. Illustrate the performance measure presentation with different measurement techniques.
6. Explain the different improvement strategies under continuous process improvement

UNIT 4

1. Define QFD. Benefits of QFD
2. Explain the concept and reasons for benchmarking
3. Discuss the sector specific standards under ISO 9000 system
4. Explain the requirements of ISO14000series of standards

UNIT 5

1. Explain the Stages of FMEA
2. Explain Rationale for implementation of Quality by design

28. Describe the Design FMEA document with an example

29. Illustrate the intent of FMEA. Discuss the stages of FMEA

30. Explain the control charts for Variables and Attributes