

QP CODE: 25805065



Reg No :

Name :

MBA DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Master of Business Administration

ELECTIVE - 24MB03FE32 - TOTAL QUALITY MANAGEMENT

2024 Admission Onwards

09F511CD

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Give any two examples of quality dimensions in services.
2. List the four Absolutes of Quality Management.
3. What are the type of scatter diagrams?
4. What are the types of Benchmarking in TQM ? Give examples.
5. What is QFD?
6. Expand SIPOC.
7. Define Quality Audit.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Illustrate how leadership contributes to Total Quality Management implementation.
9. Describe the construction and use of a Pareto Diagram with an example.
10. Discuss how a cause-and-effect diagram helps in solving quality problems.
11. What are the Steps involved in QFD?
12. Analyse how a proper FMEA could identify the potential accidents using the concept of Risk Priority Number.
13. Analyze how the Six Sigma concept and its various approaches enable organizations to continuously improve and maintain high standards of quality performance.





14. Discuss the importance of national and international quality awards in promoting excellence.

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. Compare the global quality award models and their implications for Indian industries.
16. Evaluate the objectives and key components of Total Productive Maintenance (TPM).

Compulsory Question

17. Xerox Corporation was one of the first companies to adopt TQM as a strategic approach to quality management. As part of its quality program, Xerox implemented the benchmarking program. Xerox analyzed the best practices of its Japanese affiliate, Fuji-Xerox. The goal was to know much better the methods and processes, as well as the products and materials. Benchmarking against Japanese competitors, Xerox found out that the Japanese could produce, ship, and sell units for about the same amount that it cost Xerox just to manufacture them. The major payoff of Xerox's focus on benchmarking was the increase in the number of satisfied customers. The financial performance of the company also improved considerably through the mid and late 1980s. The success of benchmarking at Xerox motivated many companies to adopt benchmarking. Based on the case study, demonstrate your understanding of how organizations use types of benchmarking to gain competitive advantage and ensure customer satisfaction. How did Xerox implement Benchmarking as a TQM strategy?

(2×10 = 20 Marks)

