



QP CODE: 26801887



Reg No :

Name :

MBA DEGREE SPECIAL REAPPEARANCE EXAMINATION, APRIL 2026

Third Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB03FE32 - TOTAL QUALITY MANAGEMENT

2024 ADMISSION ONLY

30599DFA

Time: 3 Hours

Maximum Marks: 60

Part A

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

1. List the key dimensions of quality.
2. What is Juran's Trilogy?
3. What is Statistical Quality Control (SQC)?
4. What is FMEA in TQM and how is it useful?
5. What is Total Productive Maintenance and its use?
6. What do you mean by Cost of Quality?
7. What is ISO 9001?

(5×2 = 10 Marks)

Part B

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

8. Discuss the role of employee participation in TQM success.
9. Explain the role of histograms and scatter diagrams in data analysis for quality improvement.
10. Illustrate the use of flow charts and stratification in problem-solving within service organizations.
11. What is Benchmarking in TQM and using suitable examples, explain how organizations use types of benchmarking for superior performance.
12. Examine how Quality Function Deployment can help organizations to gain competitive advantage.
13. Describe the roles of Six Sigma belts (Green, Black, Master Black).





14. Describe the European Quality Award framework.

(5×6 = 30 Marks)

Part C

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

Question number 17 is compulsory .

15. A consumer electronics company has observed a steady increase in product complaints over six months leading to returns. Suggest suitable TQM principles to control the situation.
16. Explain the future of quality system audits with reference to modern automation tools.

Compulsory Question

17. A café receives recurring complaints about long waiting times during weekends. The manager has daily data on orders, staff count, and waiting time but doesn't know how to analyze it. Suggest two suitable TQM tools the café could use to visualize and analyze the causes of the delay.

(2×10 = 20 Marks)

