

Course Code: 20MBA275**Course Name: QUALITY MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

- 1 What is meant by quality circle? (2)
- 2 What is Kaizen philosophy? (2)
- 3 What is acceptance sampling? (2)
- 4 Explain the concept of SIPOC? (2)
- 5 Write short note on ISO 9001? (2)

PART B*Answer any 3 questions. Each question carries 10 marks*

- 6 Define TQM and explain the principles of TQM? (10)
- 7 Discuss the seven tools of quality control? (10)
- 8 What are the objectives of benchmarking and discuss the obstacles to successful implementation of benchmarking? (10)
- 9 What is root cause analysis and discuss the different problem solving methods used in this analysis? (10)
- 10 What are the objectives of quality audit and explain the different types of audits? (10)

PART C*Compulsory question. This question carries 20 marks*

- 11 The Head of Operations of a medium scale manufacturing organization, BestMethods Inc. is concerned about the complaints he receives from the company's customers on product quality. He knows that to ensure sustainable growth in a highly competitive market, customer satisfaction is the key imperative. He wants to initiate corrective and preventive actions to reduce the complaints and improve their satisfaction. (20)
He came to know recently about Six Sigma as a quality improvement framework. He understood that Six Sigma is aimed at reducing the variation in a

process to achieve the required product specifications. The potential benefits of following Six Sigma methodology for improving product quality and customer satisfaction is proved by many organizations around the globe. Despite the success of this methodology, BestMethods has not adopted this practice yet. He has also read about the challenges faced by medium scale enterprises in implementing Six Sigma because of the non-availability of dedicated people and organizational structure.

Head of Operations is convinced that small improvements in process have the potential to create significant benefits for his business. Introducing Six Sigma and its techniques require understanding of the practice, dedicated resources and a disciplined approach. He understands that the role of senior management in driving and supporting the introduction of Six Sigma is critical to the success of the program.

You are appointed as Six Sigma consultant and is asked to illustrate Six Sigma Methodology, its goals and describe how the application of the Six Sigma Methodology can be carried out in reducing the customer complaints to the management team. Discuss how you will do this assignment.

Questions

- a) Six sigma is a disciplined, data-driven approach for eliminating defects. Explain the methodology of Six Sigma (8 Marks)
- b) Improvements in process have the potential to create significant benefits for the business. Justify this with the goals of Six Sigma. (6 Marks)
- c) Six Sigma levels are professionals that exist in every hierarchy in an organization. Explain the various levels of Six Sigma (6 Marks)
