

12. (a) Discuss the importance of “employee involvement” and “motivation” for enhancing quality.

Or

- (b) Explain the issues related to customer’s complaints and retention.

13. (a) (i) Explain how benchmarking improves product/process quality. (8)
(ii) Describe the various stages in FMEA. (8)

Or

- (b) (i) List out the New seven management tools and explain any two in detail. (8)
(ii) What is Six Sigma Concept? How can it be effective in a service organization. (8)

14. (a) Derive the expressions and explain the Taguchi loss function with neat graph. (16)

Or

- (b) Explain the concept of QFD. (16)

15. (a) Discuss the various elements of ISO 9000:2000 quality system. (16)

Or

- (b) (i) What is QS 9000? State its significance. (8)
(ii) What are benefits of ISO:14000 certification? (8)
