



PART B — (5 × 16 = 80 marks)

11. (a) (i) Explain the various types of quality costs. (10)  
(ii) List the characteristics of TQM leader. (6)

Or

- (b) (i) Explain in detail the various steps in strategic planning. (10)  
(ii) Explain the role of senior management in TQM implementation. (6)
12. (a) (i) Explain the various techniques used for customer retention. (8)  
(ii) Explain the methods to improve employee involvement. (8)

Or

- (b) Explain the continuous process improvement methods used in TQM environment.
13. (a) What are the benefits of statistical process control? Explain the procedure of constructing 'P' and 'nP' chart.

Or

- (b) Explain the seven new management tools.
14. (a) Explain the concept of QFD with suitable example.

Or

- (b) Explain in detail the pillars of TPM on which it works.
15. (a) Explain in detail the general rules and guidelines for implementation of ISO 9000.

Or

- (b) Explain the following :
- (i) Documentation under quality system. (8)  
(ii) TS16949 quality system. (8)