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**Question Paper Code : 23633**

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2018.

Sixth Semester

Civil Engineering

GE 2022 — TOTAL QUALITY MANAGEMENT

(Common to Fifth/Seventh and Eighth Semester for all branches)

(Regulations 2008)

(Also common to PTGE 2022 – Total Quality Management for BE (Part-Time)  
Fourth and Fifth Semester.–Civil, CSE, ECE, EEE and Mechanical Engineering –  
Regulations – 2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the dimensions of service quality?
2. What is the concept of total quality management?
3. Write an example for quality statement.
4. What is the relationship between competition and customer focus?
5. Mention any four traditional tools of quality.
6. What are the reasons for bench-marking?
7. State the significance of quality circles.
8. What performance measures would you suggest for airline passenger service?
9. What are organization standards and product standards?
10. What is the concept of environmental management system?

PART B — (5 × 16 = 80 marks)

11. (a) (i) What is service quality? Explain its various elements towards customer satisfaction. (10)
- (ii) What are the obstacles to TQM implementation? Explain. (6)

Or

- (b) Describe the Deming's fourteen points for the improvement of quality management. (16)
12. (a) (i) Explain PDCA cycle. (8)
- (ii) What is a team? Describe the characteristics of a successful team. (8)

Or

- (b) Explain the various techniques of performance measures. (16)
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) How is house of quality Constructed? Explain with an example. (16)

Or

- (b) (i) Discuss any four goals of TPM in detail. (8)
- (ii) What are the costs of quality? Discuss the various components in detail. (8)
15. (a) (i) What are the needs for documentation in Quality Management System? (4)
- (ii) Write a brief note on Quality Auditing in QMS. (4)
- (iii) Discuss the various elements of QMS. (8)

Or

- (b) Explain the features of ISO 14000 and procedure to obtain ISO 14000 certification. (16)