

Reg. No. :

D 635 **Q.P. Code : [10 DMB.LM 150]**

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Second Year

Logistics and Supply Chain Management

**QUALITY MANAGEMENT AND QUALITY
TECHNIQUES**

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. (a) Write a detailed discussion on Customer Delight (CD).
- (b) List the various terminologies used in Quality as Meeting Standards.
2. (a) Explain the evolution and objectives of Philosophy of Quality.
- (b) Describe the features of Six Sigma concept.

3. (a) Describe the various characteristics of Statistical Process Control (SPC).
(b) Derive the expression of role and importance of Quality Assurance (QA).
4. (a) Explain the difference between Quality and Cost.
(b) Discuss in detail- "Is Quality free of cost".
5. (a) Explain about Total Quality Management System (TQMS), how it useful in the improvements in Quality Terms (QT).
(b) What are the various elements involved in TQM?
6. (a) Describe the importance of Quality competition, how to overcome from competitor?
(b) Explain the role of global quality in MNCs.
7. (a) Differentiate between Total Quality Control System (TQCS) and Total Quality Management System (TQMS).
(b) Illustrate the principles of Total Quality Control (TQC) in European countries.
8. (a) Explain the relationship between Run Chart (RC) with Pareto Diagram (PD).
(b) Write short notes on Quality Circles (QC) and Quality Terms (QT).