

School of Business

Department of Business

Mid Term Examination

Exam Date: 05 Oct 2023

Time : 90 Minutes

Marks : 50

Sem IX - MBOP6008 - Quality Toolkit for Managers

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Explain the concept quality and its effect on customer satisfaction. K2 (2)
- 2) What is the contribution made by Philip Crosby? K1 (3)
- 3) Explain the Juran's Trilogy. K2 (4)
- 4) Compare the reliability dimension and durability dimension of quality. K2 (6)
- 5) Interpret the importance of Producer's perspective of quality? K3 (6)
- 6) Identify Deming's fourteen principles of quality management. K3 (9)
- 7) Analyze the concept of KAIZEN and its significance in developing quality perspective. K4 (8)

- 8) Examine the QFD in Quality control with suitable examples. K4 (12)

OR

Examine the procedures of forming a Quality circle in a manufacturing unit. K4 (12)