

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

School of Business

Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem IX - MBOP6008 - Quality Toolkit for Managers

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Define statistical process control. K1 (2)
- 2) Explain Kaizen concept. K2 (4)
- 3) Explain thy functions of BIS. K2 (6)
- 4) Organize the concept of Taguchi Loss Function with respect to the Japanese Quality Standards K3 (9)
- 5) Identify and differentiate processes of Statistical Process control and Statistical quality control in terms of quality process. K3 (9)
- 6) Compare the processes of DMAIC and DMADV in terms of six sigma processes. K5 (10)

- 7) Italian Multi Cuisine Restaurant situated in Rajiv Chowk, New Delhi is famous for high end customers. It has built its brand from word of mouth publicity and past customers. The management of the restaurant wants to carry out survey from the customers to know the service quality. As per Servqual model Gap5, they designed the questionnaire and carried out the survey for 5 days as given in Table below. Assess the Gap 5 (perceive Service quality) of the restaurant. K4 (12)

Restaurant Service Quality Survey

Note: Survey on a scale 1-9 (1: Highly disagree; 9: Highly agree)

Customer Expectation Survey		Survey dates				
Questions to be answered by Customer		Feb-01	Feb-08	Feb-15	Feb-22	Feb-28
E1	They should provide reliable quality food.	7	6	8	5	6
E2	They should serve quickly without much delay	5	6	5	4	5
E3	They should have competence to prepare and serve quality food	7	8	7	6	8
E4	They should be caring and providing individual attention.	6	7	6	6	5
E5	Physical facilities should be clean and friendly atmosphere.	8	8	9	8	7

Customer Perception Survey		Survey dates				
Questions to be answered by Customer		Feb-01	Feb-08	Feb-15	Feb-22	Feb-28
P1	They provide reliable quality food.	6	5	7	6	5
P2	They serve quickly without much delay.	5	5	4	4	4
P3	They have competence to prepare and serve quality food	6	7	7	6	5
P4	Staff is caring and providing individual attention.	7	8	7	8	7
P5	Physical facilities are clean and friendly atmosphere.	7	7	8	6	7

- 8) ABC is automobile spare manufacturing firm is facing the problem of poor quality of product. Examine the use of cause and effect diagram for process and quality improvement in organisation. K5 (15)
- 9) Examine any four quality tools with suitable diagram and examples and also describe how they could be used in problem solving. K5 (15)
- 10) Santosh Hospital wants to improve the House keeping service which is being carried out by third party. To assess the quality of service, the House Keeping Manager carried out room inspection to find out whether they are cleaned properly. He randomly selected 10 rooms for inspection every day and surveyed for 10 days. The survey data tabulated below. Construct p-control chart using 3 σ control limits and plot the graph to determine if the house keeping process is control. (Note: Z =3 corresponding to 3 σ) K6 (18)

Sample	Number of Rooms Unclean
1	5
2	3
3	2
4	6
5	2
6	1
7	5
8	7
9	6
10	2