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School of Architecture and Design**Master of Science in Fashion Design****Mid Term Examination - May 2024****Duration : 90 Minutes****Max Marks : 50****Sem II - B1PE203T - Quality Management**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) List two product attributes that are important for quality. K2 (2)
- 2) Briefly explain the concept of "quality costs." K1 (3)
- 3) What are the main components of Total Quality Management? K2 (4)
- 4) Discuss the impact of poor quality control on consumer satisfaction. K2 (6)
- 5) How do product attributes relate to quality control? K3 (6)
- 6) Evaluate the effectiveness of Total Quality Management in achieving customer satisfaction. K3 (9)
- 7) Analyze the role of quality control in consumer safety. K4 (8)
- 8) Analyze how quality control impacts both the manufacturer and the consumer. K4 (12)

OR

- Evaluate the effectiveness of various apparel labels in communicating quality to the consumer. K4 (12)