1021

TERM END EXAMINATION, 2007
M. B. A. (M. M.) (Third Year) (Lateral)
TOTAL QUALITY MANAGEMENT

Time : Three Hours
Maximum Marks : 70

Note : Attempt any five questions. All questions carry equal marks.

1. Define and explain total quality management. What are the benefits of total quality management?

2. What type of culture should be required in an organisation for implementation of total quality management?

3. Company's culture is one of the biggest challenges for setting the total quality management. Comment.

4. "TQM" is a strategy for growth of an organization." Comment.

5. What do you understand by Information and Analysis in TQM? What are its role in TQM?

P. T. O.
6. What do you mean by human resource management? What are the significance and role of HRM in TQM?

7. Explain quality control. What are the basic approaches and tools for statistical quality control?

8. Define Benchmarking? What are its types? Explain the process of benchmarking.

9. Write short notes on the following:
   (a) Drivers of customer satisfaction
   (b) Reengineering

10. Define ISO 9000. What are the key requirement for getting ISO certification?