

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

B.B.A - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - VI

22UBACT6015 - Total Quality Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. What are the different types of quality costs? Briefly explain each type with examples.
2. Explain the objectives of the Japanese 5S Principles in Total Quality Management (TQM).
3. Explain the concept of customer perception of quality.
4. Explain the purpose and usage of a Check Sheet in quality management with an example.
5. What are the key benefits of implementing an ISO 9001:2000 quality management system in an organization?
6. What is Kaizen, and how does it contribute to Total Quality Management (TQM)?
7. Explain the different dimensions of quality with examples.
8. What is the significance of Customer Retention in business growth?

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Examine the barriers to Total Quality Management (TQM) implementation.
10. Discuss the contributions of quality gurus in Total Quality Management, focusing on Deming's philosophy.
11. Discuss the role of customer feedback in improving service quality and customer retention.
12. Describe the Benchmarking process in detail.
13. Explain the steps involved in implementing ISO 9001:2000 certification in an organization.
