



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2019 -21)

**MID TERM EXAMINATIONS (TERM - IV)**

**Academic Session- 2020-21**

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Subject Name: **Total Quality Management**

Time: 01.30 hrs

Sub. Code: **PGO 07**

Max Marks: 20

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**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION - A**

**04+04 = 08 Marks**

**Q. 1: Case Study:**

(i) You have recently joined as Manager, Quality Control in a leading Electric Car manufacturing Factory, near Chennai established in 2017. Now (as instructed by your GM) design, construct, display and submit a model House of Quality (HOQ) as a Report for your Firm for its new 'single battery car' Model to be released in 2021. HOQ Report on the new Model Car must incorporate the HOQ steps, stages and methods with suitable diagrams, to enable and Implement the Quality Function Deployment concept successfully.

- Discuss step wise plan of action having your focus on total quality management based on QFD**

(ii) Mr. Sharad has recently established AI Bakery in Greater Noida. He has received complaints from customers that the Party Cakes are not delivered on time. After a detailed analysis, he came up with the following causes for the delayed delivery of party cakes: 1. Frequent breakdowns of machine 2. Few skilled workers to bake cakes 3. Inappropriate procedures 4. Unavailability of materials 5. Heavy pressure from supervisor 6. Miscommunication between salesmen and Chef. 7. Poor transportation.

- Advice Mr. Sharad explaining the importance of Fishbone diagram and draw a diagram by showing causes under four heading such as Machinery, People, Methods and Materials**

**SECTION - B**

**02×03 = 06 Marks**

Q. 2: Explain the utility of the quality manual in an organization.

Q. 3: Discuss the component of Manufacturing Quality and Service Quality.

Q. 4: What are the objectives of ISO 9000?

**SECTION - C**

**03×02 = 06 Marks**

Q. 5. Discuss the basic concept of Total Quality Management with example to support your answer.

Q. 6. Discuss the eight principles of quality management with suitable example.