



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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
END TERM EXAMINATION (TERM -III)**

Subject Name: **Total Quality Management**

Time: **02.00 hrs.**

Sub. Code : **PGO32**

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

<p>CO1- Students will be able to Understand theoretical and basic concepts of total quality management. Recognize practices of quality management systems to meet the customers and stakeholders' expectations.</p> <p>CO2- Students will be able to Apply theoretical knowledge in the key decision-making areas and use of International Quality Certification Systems and standards and their applicability in design manufacturing quality control and services.</p> <p>CO-3- Students will be able to Analyze the quality management with mathematical models and IT tools for improving overall business performance.</p> <p>CO-4- Students will be able to enhancing creativity, critical thinking, and analytical ability through developing an integrated approach to TQM.</p>

<u>SECTION - A</u>		
Attempt all questions. All questions are compulsory.		1×5 = 5 Marks
Questions	CO	Bloom's Level
<p>Q. 1: (A). Does continuous improvement of quality management system involve “Customers”? If Yes/No, how? Describe.</p> <p>Q. 1: (B). What is COPQ? Define.</p> <p>Q. 1: (C). List the parameters involved in Taguchi Loss Function in addition to writing its formula.</p> <p>Q. 1: (D). Demonstrate “Risk mitigation” with respect to TQM scope.</p> <p>Q. 1: (E). Name the parameters involved in safety culture of Total quality management.</p>	CO1	L1, L2
<u>SECTION – B</u>		
All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)		7 x 3 = 21 Marks
Questions	CO	Bloom's Level
<p>Q. 2: (A). Why do developing economies need TQM methodologies and the respective implementations? Describe.</p> <p align="center">Or</p> <p>Q. 2: (B). Summarize the various types of audits involved while inspecting enterprises and organizational bodies.</p>	CO1 & CO2	L2, L3
<p>Q. 3: (A). Is Kaizen different from innovation? How is Kaizen a “People oriented” approach? Illustrate.</p> <p align="center">Or</p> <p>Q. 3: (B). What are the three major elements of Kaizen approach? How are these associated with each other? Illustrate.</p>	CO2 & CO3	L3, L4

<p>Q. 4: (A). ABC pvt. Ltd. Produces smart mugs for beverages targeting ideally for a weight of 150 grams per item unit. The auditing team has instructed a tolerance range of 5 grams above or below than the mentioned target weight. If any smart mug is rejected by the auditing unit, this costs 10\$ per rejected item unit to this private limited company. Calculate the estimated loss if any deviation occurs from the pre-defined benchmark. Also, conclude your consulting advice accordingly.</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B). Does achieving “Upper specification(s)” too closely divert any operations team from Nominal value? How is it different from achieving “lower specification(s)” in terms of nominal value diversion? Also, recommend your methodology for achieving highest customer satisfaction.</p>	<p>CO2 & CO3</p>	<p>L3, L4, L5</p>
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SECTION - C

Read the case and answer the questions

7×02 = 14 Marks

Questions	CO	Bloom's Level																
<p>Q. 5: Case Study:</p> <p>A soap making company conducts failure analysis and realizes that the soap bars are diverting from its ideal size benchmark(s), resulting into diverted fragrances, and thus reducing customer satisfaction ratings in the last financial year. CEO of the same company asks consultant to understand the possible causes of these failures. Consultant gets in touch with various departments of the organization and finds that soap molds are old fashioned and not uniform in nature. Also, the company lacks in hiring great experts for standardized policies and benchmarks. Consultant writes the same to CEO via email & receives a response further asking to evaluate RPN (Risk priority number) based on the following details:</p> <table border="1" data-bbox="151 1276 1173 1541"> <thead> <tr> <th>Parameter</th> <th>Severance Rating</th> <th>Occurrence Rating</th> <th>Detection Rating</th> </tr> </thead> <tbody> <tr> <td>Size Deviation</td> <td style="text-align: center;">9</td> <td style="text-align: center;">7</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Fragrance Deviation</td> <td style="text-align: center;">6</td> <td style="text-align: center;">4</td> <td style="text-align: center;">3</td> </tr> <tr> <td>Satisfaction Deviation</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> </tbody> </table> <p>Questions:</p> <p>Q. 5: (A). Consider the above scenario and evaluate RPN as a consultant. What does it indicate? Assess and summarize.</p> <p>Q. 5: (B). How can ISO 9000 and ISO 9001 help this soap making company? Develop a short report highlighting the steps to achieve the ISO standards.</p>	Parameter	Severance Rating	Occurrence Rating	Detection Rating	Size Deviation	9	7	5	Fragrance Deviation	6	4	3	Satisfaction Deviation	5	5	5	<p>CO3 & CO4</p>	<p>L5, L6</p>
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Total marks allocated to each of the COs can be found as:

COs	Marks Allocated
CO1	10 Marks
CO2	10 Marks
CO3	10 Marks
CO4	10 Marks

(CO wise marks allocated as per subject's TLEP)