

Sikkim Manipal University MBA (Foundations of Quality Management)

SET-1

1. What is meant by Quality Audit? Explain the importance of Quality Audit. List the general guidelines for carrying out a quality assurance audit. (10 marks)
2. How is the „human relations theory“ different from „classical theory“? (10 marks)
3. Mr. X is a manager in a large restaurant in one of the major cities in India. He knows that the customers expect high overall quality from that restaurant. He wants to know whether his restaurant's services are meeting customers' expectations. How can he check this? What are the ways he can measure quality in his restaurant? (10 marks)
4. Write a note on the ISO 9000 series of Quality Standards and Malcolm Baldrige Criteria for Business Performance Excellence. (10 marks)
5. Describe the various tasks which help to build a healthy association and partnership with the suppliers. (10 marks)
6. Assume that you are a Quality manager in a large BPO company and you are thinking of implementing TQM in your Company. What are the various barriers you may face for such initiative? List out such barriers to Quality. How do you plan to overcome such barriers? (10 marks)

SET-2

1. Write a brief note on the concept of Total Quality Management. Differentiate between Quality Control and Quality Assurance. (10 marks)
2. Explain "quality economic approach" and "quality environmental approach". (10 marks)
3. Explain the importance of customer satisfaction with an example. How do you measure customer satisfaction? (10 marks)
4. Explain Kaizen Approach to Problem Solving, with an example. (10 marks)
5. Explain the concept of "Cost of Quality" with examples. Differentiate between external failure cost and internal failure cost. (10 marks)
6. Write a note on Quality function Deployment. (10 marks)