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**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 ?

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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 requirements for getting ISO certification ?

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