INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Materials Management
Paper 18.E
TOTAL QUALITY MANAGEMENT

Date: 18.12.2016   **Max. Marks 100**
Time: 2.00 to 5.00 p.m   **Duration 3 hours**

Instructions
1. The question paper is in three parts A, B & C.
2. Part A is compulsory. Each question carries one mark. Total : 32 Marks
3. In Part B, answer 3 questions out of 5. Each question carries 16 marks.Total : 48 Marks
4. Part C is a case study with sub questions and it is compulsory. It carries 20 marks.
5. Use of calculator is allowed wherever necessary.
6. Graph sheets can be used wherever necessary.

PART A   32 marks

(compulsory. Each question carry 1 mark)

Q 1. Expand the abbreviations :

a. TEI

b. LRA

c. SQC

d. MBO

e. ZQC

f. CDQ

g. ASQ

h. COQ

Q 2 . Fill in the blanks :

a. Maslows theory of hierarchy of needs contain ……… levels .

b. The team is accountable to ……...

c. ………… in Japanese means mistake proofing .

d. Marketing and sales personnel have responsibilities for ……...

e. _____ is the founder of Quality Circle Foundation of India

f. Cause and effect diagram was introduced by _____

g. External customer fall into 3 categories – current, prospective and ……..

h. The CII – Exim bank Award is given for ……………. .

Q 3 . Match the following :

Column A	Column B
a. Quality	a. Everybody's responsibility
b. DFM approach	b. Organisational tool
c. Product warranty	c. Customer value
d. Concurrent engineering	d. Choice of consumer
e. Quality control circle	e. Product design
f. Price, Quality, service	f. Public promise
g. TQM	g. 1961
h. Arrow diagram	h. project plan

Q 4. State true or false :

1. Deming highlights elimination of MBO .
2. Bill Conway is the originator of fish bone diagram .
3. Appearance is a dimension of quality.
4. Customer focus group is an expensive exercise
5. Workers are demanding more information .
6. A problem clearly stated is half solved
7. Flow chart is best developed by employees and customers .
8. Jidoka is Japanese name for automation .

PART B   48 marks

(Attempt any three. Each Question carry 16 marks each)

Q 5. Write short notes on any FOUR .

    a.   Product Evaluation Standard .

    b.   Role of inspection in quality control

    c.   New and old cultures of TQM

    d.   Benefits of statistical Quality Control

    e.   Quality movement in India

Q 6. What are the common barriers to a team's progress .

Q 7. Which are the privileges to be applied by a Manager in choosing the suppliers?

Q 8. Distinguish the new theory on quality from the traditional thinking.

Q 9. How do customers perceive the quality of products/services ?

Part C

Q. 10 Answer case study :   **20 marks**

MD Mr. Surya of Surya Automobiles wants to imbibe the culture of Total Quality Management in his organization . He deliberates the issue with his team and come to a conclusion to invite a consultant for helping them in their journey towards TQM . Mr. Rakesh has been given the reigns to take up the job . Mr. Rakesh being a head core professional understands the requirements quickly and suggests the contributions of various TQM gurus to be implemented for stepping up TQM Gurus he has mentioned are Deming , Ishikawa , Pareto , Shingo and S.R. Udpa . Also he suggests some books and related topic covering TQM. MD has asked the following questions to the consultant for clarifying the suggestions give by the consultant towards implementation of TQM Philosophy.

a. What is the main contribution of Deming and how can the same be implemented in Surya Automobiles to go towards TQM philosophy ?

b. What is the main contribution of Ishikawa and how can the same be implemented in Surya Automobiles to go towards TQM philosophy?

c. What is the main contribution of Pareto and how can the same be implemented in Surya Automobiles to go towards TQM philosophy?

d. What is the main contribution of Shingo and how can the same be implemented in Surya Automobiles to go towards TQM philosophy?

e. If you are a consultant, how would you answer these questions ?

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