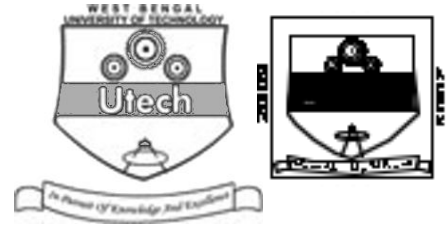


**CS/MBA(SUPPLE)/SEM-3/MB-301/09
QUALITY MANAGEMENT (SEMESTER - 3)**



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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**CS/MBA(SUPPLE)/SEM-3/MB-301/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JULY – 2009
QUALITY MANAGEMENT (SEMESTER - 3)**

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group – A								Group – B				Group – C				Total Marks	Examiner's Signature		
Marks Obtained																				

.....
Head-Examiner/Co-Ordinator/Scrutineer

S-52008 (18/07)



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QUALITY MANAGEMENT
SEMESTER - 3

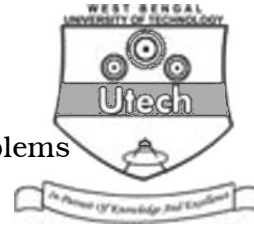


Time : 3 Hours]

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10
- i) Which one of the following is *not* included in 7QC tools ?
- a) Pareto analysis
 - b) Check sheet
 - c) Histogram
 - d) Pie chart.
- ii) Which standard amongst the following refers to environmental standard ?
- a) ISO - 9001
 - b) ISO - 9000
 - c) ISO - 14000
 - d) SA - 8000.
- iii) The two early pioneers of TQM from the USA are
- a) Maslow and Herzberg
 - b) Reagan and Carter
 - c) Juran and Grosby
 - d) Cecil and Maria Robinson.
- iv) Manufacturing hard rusks in a biscuit factory is an example of
- a) Waste hit management
 - b) Product diversification
 - c) SERVQUAL measurement
 - d) Lifeline analysis.



v) Quality circle is

- a) a group of assurance methodologies
- b) collective identification of work related problems
- c) concerned with effective utilization of funds
- d) not directional.

vi) "Seven key theory" is the brainchild of

- a) Malcolm Balridge
- b) Akio Morita
- c) Tanaka Fujiori
- d) Arnold K. Stevenson.

vii) "House of quality" is related to approach.

- a) Loss Function Downstream
- b) Quality Function Deployment
- c) Pcqm
- d) Sole Benchmark.

viii) \bar{X} stands for

- a) Mode
- b) Mean
- c) Median
- d) Standard Deviation.

ix) The "C" in FMECA stands for

- a) Cost
- b) Critically
- c) Casual



- d) Control.
- x) SWOT analysis stands for
- a) Strength - Weightage - Operational - Trade off
 - b) South West Operational Techniques
 - c) Strength - Weakness - Opportunities - Threat
 - d) Shut - Weigh - Oscillate - Transfer.
- xi) Which one of the following is *not* a part of "Seven Key Category" ?
- a) Work culture
 - b) Customer focus
 - c) Leadership
 - d) Process management.
- xii) Designers make shirt size of 40,42 and 44 more in number, They analyze the of the shirt sizes.
- a) Mean
 - b) Median
 - c) Mode
 - d) Standard Deviation.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. Discuss about the costs associated with quality.
3. From Juran's "Quality Trilogy" briefly explain the quality control process.
4. Briefly elucidate the basic features of CII-Exim Bank Award for Business excellence.
5. Briefly explain the quality cost control.



6. What do you mean by Zero-defect programme ? Write with examples.

GROUP – C

(Long Answer Type Questions)

Answer any *three* questions.



3 × 15 = 45

7. Discuss briefly the concepts of average outgoing quality and average outgoing quality limit for acceptance sampling.

Sarita Electronics buys connectors from Vinita Components. Sarita desires that the components should be defect-free as far as possible. The sampling plan to be used aims to ensure that any consignment of connectors as bad as 4% defective would have only a 5% or less chance of acceptance. Vinita insists that its product is of very good quality and would like to ensure that its shipments of as good a quality as 0.5% defective should not stand a risk of rejection of more than 1 out of a 100.

Design a sampling plan which is agreeable to both Sarita and Vinita.

(Corresponding to values $\alpha = 0.01$ and $\beta = 0.05$ the values of c against p_2' / p_1' values of 7.156 and 9.418 are 4 and 3 respectively.) 4 + 2 + 9

8. How is statistical process control different from acceptance sampling ? What are type I and type II errors ? What are the points of negotiation between supplier & buyer over finalising a specific acceptance sampling plan ? 6 + 6 + 3
9. What do you understand by six sigma ? How is it different from three sigma ? Explain how a production process under statistical process control can generate outputs with some quality parameter beyond specification limit although the process is said to be under control with respect to those quality parameters. 6 + 3 + 6
10. What do you mean by Total Productive Maintenance ? Explain with examples the eight pillars of TPM.
11. What is Kaizen ? How important is the role of 5S is Kaizen ? What is the Gap Model of service quality measurement ? What are the limitations of the SERVQUAL instrument ?

3 + 4 + 4 + 4

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END

