

**Indian Maritime University**  
**(A Central University, Govt of India)**  
**End Semester Examinations – June 2025**  
**Programme Name: BBA (ML)**  
**Semester: IV**  
**Subject Code: UG32T1404**  
**Subject Name: TOTAL QUALITY MANAGEMENT**

---

Date: 06.06.2025

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

---

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

**Section A**

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. What does 'Quality as customer delight' primarily focus on?
  - a) Exceeding customer expectations
  - b) Meeting product standards
  - c) Reducing production costs
  - d) Achieving technical perfection
  
2. What is the main objective of Total Quality Management (TQM)?
  - a) To reduce employee workload
  - b) To ensure maximum profit in minimum time
  - c) To achieve customer satisfaction through continuous improvement
  - d) To increase marketing expenditure
  
3. Which of the following is NOT a principle of TQM?
  - a) Customer focus
  - b) Process approach

- c) Continuous improvement
  - d) Isolation of departments
4. Which tool is commonly used in TQM to identify the root cause of a problem?
- a) Bar graph
  - b) Fishbone diagram (Ishikawa diagram)
  - c) Gantt chart
  - d) Pie chart
5. The term "Kaizen" refers to:
- a) Continuous improvement
  - b) Elimination of all employees
  - c) Outsourcing
  - d) One-time quality audit
6. Which of these is not a tool used in TQM?
- a) Control chart
  - b) Flowchart
  - c) Brainstorming
  - d) Monopoly board
7. What is the primary objective of benchmarking?
- a) To criticize competitor's strategies
  - b) To copy processes directly from competitors
  - c) To compare and improve performance using best practices
  - d) To increase production costs
8. Strategic alliances help in quality improvement by:
- a) Increasing competition only
  - b) Sharing best practices and innovations
  - c) Creating internal communication barriers
  - d) Reducing market share
9. How is quality linked with business performance?
- a) It increases costs
  - b) It reduces employee morale

- c) It decreases productivity
- d) It enhances customer satisfaction and profitability

10. In SPC, a process is considered to be in control when:

- a) All points lie outside control limits
- b) Points are randomly scattered within the control limits
- c) There is a consistent upward trend in data
- d) Data points form a predictable zigzag pattern

### **Section B**

Five Questions of 02 Marks each

- 11. What are the four key categories of Total Quality Management (TQM)?
- 12. What do you mean by Quality Assurance?
- 13. Define Quality Management System?
- 14. What is Business Process Re-engineering?
- 15. Write a short note on core competence for ensuring quality.

### **Section C**

Seven Questions of 10 Marks each of which any 05 questions to be answered.

- 16. Discuss the steps involved in designing quality as meeting standards.
- 17. What is quality planning? Explain the key tools and techniques used for quality planning.
- 18. Explain any five tools of total quality management with appropriate examples.
- 19. What is benchmarking? Explain the essence and benefits of bench marketing.
- 20. Customer Satisfaction vs. Customer Delight. Discuss.
- 21. Discuss the role of MNCs in emergence of global quality.
- 22. Explain the key barriers of Total Quality Management?

\*\*\*\*\*

