



12. (a) Describe the detailed procedure of quality function deployment (including construction, deployment and implementation). (16)

Or

- (b) Discuss the importance of quality policy deployment BPR. Explain the various components of quality costs with an suitable examples. (16)
13. (a) Using customer window, explain how business strategy can be oriented towards the 4 different types of customers. Explain using improvised customer focus model how business can be improved. (16)

Or

- (b) Explain how the functions commanding and controlling can thwart the quality movement, if not applied with case. What are the appropriate ways of exercising command and control? (16)
14. (a) Identify two process , where mistake occur frequently and suggest preventive measures using Poka Yoka technique. What are the criteria to be considered while implementing 5S? Discuss. (16)

Or

- (b) Conduct a FMEA for the process " Writing a letter using pen and posting" and draw the chart. Identify the critical event. Explain the different steps involved in step model used for bench marking and prove its superiority. (16)
15. (a) If you have to constitute a quality award for an educational institute. What will be the different criteria that you would consider and with what weightage? Highlight the clauses in ISO 9001 : 2000. (16)

Or

- (b) There are different types of quality audits in practice. List them and explain when each has to be carried out in detail. (16)