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**Question Paper Code: A59775**

B.E. / B.Tech. DEGREE EXAMINATION, NOV 2018

Open elective

Civil Engineering

15UME975– TOTAL QUALITY MANAGEMENT

(Common to CSE, ECE, EEE, EIE, IT, Chemical)

(Regulation 2015)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. Quality is defined as meeting-----expectation CO1- R  
(a) Employer's      (b) Employee's      (c) Retailer's      (d) Customer's
2. "Quality is fitness for use"- defined by CO1- U  
(a) Juran      (b) Crosby      (c) Deming      (d) None of these
3. Seiso means to CO2- R  
(a) Maintaining      (b) Cleaning      (c) Ordering      (d) Self-discipline
4. Motivation means a process of stimulating people to accomplish CO2- U  
desired  
(a) Quality      (b) goals  
(c) involvement      (d) process
5. Decision tree is also known as CO3- R  
(a) PDCA      (b) PDPC      (c) PDSA      (d) PDAC
6. The concept of zero inventory is called: CO3- R  
(a) Six sigma      (b) Continuous improvement      (c) Just in Time      (d) Zero defect
7. Productivity means a CO4- R  
(a) output/input      (b) result/capital cost      (c) cost/efficiency      (d) growth/efficiency

8. Quality circle also known as CO4- R
- (a) quality control circle (b) quality council
- (c) quality of cost (d) quality of product

9. Product realization is related to CO5- U
- (a) product (b) process (c) quality (d) benchmarking

10. ----- is the “Quality Management and Quality Assurance Standards Guidelines for Selection and Use”.
- (a) ISO 9001 (b) ISO 9000 (c) ISO 14000 (d) ISO 2001

PART – B (5 x 2= 10Marks)

11. Write the equation that would quantify quality CO1- U
12. What is employee empowerment? CO2- U
13. Define Quality. CO3- U
14. Explain Taguchi quality loss function. CO4- U
15. Distinguish between internal and external customers . CO5- U

PART – C (5 x 16= 80Marks)

16. (a) Discuss about Various elements of TQM. CO1- U (16)
- Or
- (b) Elaborate the Pillars of TQM.. CO1- U (16)
17. (a) Explain in details of customer satisfaction CO2- U (16)
- Or
- (b) Explain the service quality with its characteristics and expectations CO2- U (16)
18. (a) Discuss about seven traditional tools of quality . CO3- U (16)
- Or
- (b) Discuss about new management tools . CO3- U (16)
19. (a) Briefly explain the structure of a quality circle CO4- U (16)
- Or
- (b) Describe improvement needs in TQM, Cost of quality CO4- U (16)

20. (a) What methodology would you suggest to implement TQM in an automobile manufacturing company for getting ISO 14001. CO5- U (16)

Or

(b) Describe the steps in the implementation of ISO 9000 in an industry CO5- U (16)

