

L1B
21/5/14 FN

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code : 61099

M.E. DEGREE EXAMINATION, MAY/JUNE 2014.

Elective

CAD/CAM

CC 9257/QE 912/10222 CDE 32 — TOTAL QUALITY MANAGEMENT

(Regulations 2009/2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Write down the ISO definition for 'Quality'.
2. Expand SMART goals.
3. What are mission statements?
4. Define Quality policy deployment.
5. List the various types of customers.
6. What are the benefits of QFD?
7. When do we use C-chart and U-chart?
8. How will you obtain coefficient of correlation?
9. Which clause indicates the need for calibration? Why?
10. Who were the three automotive giants who were behind the QS 9000 standards formulation?

PART B — (5 × 16 = 80 marks)

11. (a) Instead of customer delight, if business profit has to be the focus of the TQM Model, What according to you are the changes to be made in the transition TQM model? Explain the transition TQM Model with schematic representation. (16)

Or

- (b) Explain the quality management principles postulated by any three quality gurus and compare the same. (16)

12. (a) Draw a HOQ and explain the features of every room and how it can be related to customer focus. (16)

Or

- (b) Compare and contrast cost is quality in conventional industry and in industries that follow TQM. Suggest a strategy to the company on how they should focus for the future and prepare a five year ROI report based on quality. (16)

13. (a) Explain the customer satisfaction model and discuss a marketing strategy of a consumable goods manufacturing company. (16)

Or

- (b) With a neat sketch explain the customer retention model in detail. (16)

14. (a) Develop a FMEA for the process 'Writing a letter using pen and posting' and draw the chart. Identify the critical event. (16)

Or

- (b) (i) Explain the different bench marking metrics that can be used in educational institutions. (10)

- (ii) For successful poka yoke practice, what according to you is the order of priority of the following and why? (6)

(1) Team work

(2) Creativity

(3) Knowledge of process.

15. (a) Should a precision tools manufacturing company go for ISO 9000:2000 or QS 9000 certification? Discuss.

Or

- (b) 'A quality certified organization, (i.e.) an organization certified with ISO 9000:2000 standards, is a good organization to do business with. No further checks are required'. Discuss.