

22567

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3 Hours / 70 Marks

Seat No.

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- Instructions :**
- (1) All Questions are *compulsory*.
  - (2) Illustrate your answers with neat sketches wherever necessary.
  - (3) Figures to the right indicate full marks.
  - (4) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

**Marks**

**1. Solve any FIVE of the following :**

**10**

- (a) Define Quality.
- (b) State Crosby's TQM philosophy.
- (c) List the objectives of performance measure.
- (d) Define leadership.
- (e) Draw PDSA cycle.
- (f) Define Benchmarking.
- (g) State the KANBAN system.

**2. Solve any THREE of the following :**

**12**

- (a) State the performance that can be measured in TQM.
- (b) State the customer's perception of quality.
- (c) Draw ADDIE model flow chart and list its phases.
- (d) Explain Garvin's five approaches of quality.



- 3. Solve any THREE of the following : 12**
- (a) Describe the role of Senior Management in TQM.
  - (b) Illustrate Customer Comments Card used for feedback.
  - (c) Describe Juran trilogy with neat sketch.
  - (d) Discuss the stages related to FMEA (Failure Mode & Effect Analysis).
- 4. Solve any THREE of the following : 12**
- (a) Discuss the barriers in TQM implementation.
  - (b) Outline the characteristics of quality leader.
  - (c) Describe single unit production.
  - (d) Explain Deming's 14 point philosophy.
  - (e) Explain the concept of ISO 14000.
- 5. Solve any TWO of the following : 12**
- (a) Explain external failure cost category in detail.
  - (b) Explain Dr. Stephen Covey's seven habits of highly effective people.
  - (c) Explain Maslow's need hierarchy.
- 6. Solve any TWO of the following : 12**
- (a) Explain 5S principle in detail.
  - (b) Explain the process of benchmarking with its advantages.
  - (c) Explain Malcolm Baldrige National Quality Award Model.
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