



PART B — (5 × 16 = 80 marks)

11. (a) (i) What is service quality? Explain its various elements towards customer satisfaction. (10)
- (ii) What are the obstacles to TQM implementation? Explain. (6)

Or

- (b) Describe the Deming's fourteen points for the improvement of quality management. (16)
12. (a) (i) Explain PDSA cycle. (8)
- (ii) What is a team? Describe the characteristics of a successful team. (8)

Or

- (b) Explain the various techniques of performance measures. (16)
13. (a) (i) Explain how benchmarking improves product/process quality. (8)
- (ii) Describe the various stages in FMEA. (8)

Or

- (b) (i) List out the New seven management tools and explain any two in detail. (8)
- (ii) What is Six Sigma Concept? How can it be effective in a service organization? (8)
14. (a) How is house of quality Constructed? Explain with an example. (16)

Or

- (b) (i) Discuss any four goals of TPM in detail. (8)
- (ii) What are the costs of quality? Discuss the various components in detail. (8)
15. (a) (i) What are the needs for documentation in Quality Management System? (4)
- (ii) Write a brief note on Quality Auditing in QMS. (4)
- (iii) Discuss the various elements of QMS. (8)

Or

- (b) Explain the features of ISO 14000 and procedure to obtain ISO 14000 certification. (16)