



DURATION: 3Hours

MAX MARKS: 80

Note:

1. Question no.1 is compulsory.
2. Attempt any Three questions out of the remaining Five questions.
3. Illustrate your answers with example cases wherever possible.

- Q1 a) Explain Juran's Trilogy 10
b) Describe old tools of TQM 10
- Q2 a) Quality leadership is a strategy for market/ business leadership. Discuss with examples. 10
b) Explain how an organization might benefit from benchmarking organizations in a completely different industry. 10
- Q3 a) Explain Dr Ishikawa's principles of customer/supplier relations. 10
b) Explain: i) FTA ii) Cost of quality 10
- Q4 a) Explain: i) Kano's Model 10
ii) Barriers to TQM implementation
b) Explain the following elements of ISO 9001 10
1. Internal Audit 2. Traceability 3. Quality Manual
- Q5 a) Explain: i) OC curve 10
ii) Quality function deployment
b) Carry out FMEA for coffee mug. Highlight the benefits of this exercise . 10
- Q6 a) Write a note on any two: 20
i) TPM iv) Double sampling plan
ii) QFD v) Six Sigma
iii) Poka Yoke vi) Reliability and product life cycle
