CBCS SCHEME

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21ME732

Seventh Semester B.E./B.Tech. Degree Examination, June/July 2026
Total Quality Management

Time: 3 hrs. Max. Marks: 100

Note: ***Answer any FIVE full questions, choosing ONE full question from each module.***

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

Module-1

1 a. Enumerate TQM and briefly explain the basic approach of total quality management. **(10 Marks)**

b. Elucidate about the Gurus of total quality management along with their contribution. **(10 Marks)**

OR

2 a. Enumerate the steps to implement a quality management system. **(10 Marks)**

b. Elaborate on documentation of quality management system with model. **(10 Marks)**

Module-2

3 a. Enumerate Leader. Explain the characteristics of leader in detail. **(10 Marks)**

b. List and describe the 7 habits of highly effective leaders. **(10 Marks)**

OR

4 a. Enumerate the role of TQM leaders and explain briefly. **(10 Marks)**

b. Enumerate strategic planning discuss seven steps involved in strategic quality planning. **(10 Marks)**

Module-3

5 a. Explain Customer Satisfaction. What are perceptions of customer about quality and briefly explain. **(10 Marks)**

b. With a neat sketch explain how a KANO model helps in translating needs into requirements. **(10 Marks)**

OR

6 a. Elaborate the meaning of motivation. Explain Maslow's hierarchy of needs with a block diagram. **(10 Marks)**

b. Enumerate Customer Feedback. Explain different tools used to collect feedback. **(10 Marks)**

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Module-4

7 a. Enumerate the following briefly with necessary diagrams :
i) Pareto diagram
ii) Process flow diagram
iii) Cause and effect diagram
iv) Scatter diagrams. **(10 Marks)**

b. Expound Juran trilogy with model in continuous improvement. **(10 Marks)**

OR

8 a. Describe four "Primary improvement strategies". **(10 Marks)**

b. Elucidate the types of control charts. Differentiate variables and control charts for attributes. **(10 Marks)**

Module-5

9 a. Give the meaning of QFD? With a neat sketch explain four phases of QFD process. **(10 Marks)**

b. What is meant by total productive maintenance with an example? Mention the 8 pillars of TPM. **(10 Marks)**

OR

10 a. Narrate briefly the environmental management system model and also give the benefits of the EMS. **(10 Marks)**

b. Exploit the various parts of House of quality. **(10 Marks)**

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