

Exam. Code: 0313
Sub. Code: 25391

2125
M.Com. (E. &F.B.) Third Semester
FB-306: Total Quality Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit. All questions carry 16 marks.

x-x-x

Unit I

- Q1. Discuss the principles of any two TQM gurus and explain how their philosophies can be applied in managing family-owned businesses.
- Q2. What are the key benefits of implementing TQM in entrepreneurial ventures? Support your answer with suitable examples.
- Q3. Explain the role of Statistical Process Control (SPC) and Taguchi methods in achieving product reliability and customer satisfaction.
- Q4. What is Continuous Improvement (Kaizen)? Discuss its importance for sustaining competitiveness in small and medium enterprises (SMEs).
- Q5. Benchmarking is considered a powerful tool for entrepreneurs. Explain its types and outline the basic steps for effective benchmarking.

Unit II

- Q6. "Marketing is the voice of the customer in TQM." Discuss the role of TQM in the marketing function of entrepreneurial and family businesses.
- Q7. Explain the concept of Total Employee Involvement in TQM. How can empowerment and motivation improve quality culture in organizations?
- Q8. What are the major barriers to TQM implementation in Indian family businesses? Suggest strategies to overcome them.
- Q9. Compare ISO 9000 standards and Six Sigma as quality management approaches. Which is more suitable for entrepreneurial ventures, and why?
- Q10. "Cost of Quality is not the price of creating a quality product, but the cost of not having it." Explain this statement with reference to categories of quality costs.

x-x-x