

2056

B. Voc. (Retail Management) Sixth Semester  
GC-602: Total Quality Management  
(Common for all B. Voc.)

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry 16 marks.

x-x-x

1. Attempt any four of the following:-

- a) State and briefly explain the principles of TQM.
- b) What is service quality? Mention any two characteristics of service quality.
- c) What is the PDSA Cycle? Mention its four stages.
- d) What is Business Process Reengineering (BPR)?
- e) What is Total Productive Maintenance (TPM)?
- f) What is quality auditing and why is it important?

**UNIT - I**

2. Define Quality and explain the different dimensions of quality proposed by Garvin with suitable examples.
3. Discuss the relationship between quality planning, quality control, and quality improvement in modern organizations.

**UNIT - II**

4. Explain the Juran Trilogy and discuss its role in continuous process improvement.
5. What is 5S methodology? Discuss its steps and benefits in maintaining workplace efficiency and quality.

**UNIT - III**

6. What is Benchmarking? Discuss the reasons for benchmarking and the steps involved in the benchmarking process.
7. Describe the House of Quality matrix used in QFD and explain its components.

**UNIT - IV**

8. Discuss the latest challenges faced by organizations in maintaining quality in a competitive global environment.
9. Explain the process of implementation of quality systems, including documentation and quality auditing.

x-x-x

