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**Question Paper Code: MB2122**

**MBA DEGREE EXAMINATION APRIL/ MAY 2026**

**Third Semester**

**BA4022- Quality Management**

**(Regulation: 2021)**

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

**PART-A (10 x 2 = 20 Marks)**

1. Define quality.
2. Differentiate quality control and quality assurance.
3. State the role of leadership in TQM.
4. List the steps in 8D methodology.
5. Define Statistical Process Control (SPC).
6. Mention the benefits of TPM in productivity improvement.
7. State the role of cause–effect diagram in problem identification.
8. Outline the contribution of Six Sigma to quality improvement.
9. Point out the benefits of ISO certification.
10. State the purpose of reward and recognition systems

**Part – B ( 5 x 13 = 65 marks)**

11. a) Describe the role of design, inputs, and process in determining quality.

**OR**

- b) Explain customer focus and its impact on customer satisfaction and retention.

12. a) Discuss the contributions of W. Edwards Deming to quality management.

**OR**

- b) Demonstrate the Japanese 5S principles and their importance in industries.

13. a) Explain Six Sigma concept and its role in process improvement.

**OR**

- b) Describe about Total Productive Maintenance (TPM) and its benefits.
- 14. a) Apply the seven QC tools to solve a manufacturing defect problem.

**OR**

- b) Demonstrate the use of FMEA in analyzing a product failure.
- 15. a) Apply ISO 9001 standards to develop a quality management system for an organization.

**OR**

- b) Illustrate how documentation improves quality system effectiveness.

**PART C (1 X 15 = 15)**

- 16. a) An organization fails to meet quality standards during an external audit. Analyze the reasons for failure and suggest corrective and preventive actions.

**OR**

- b) Poor coordination among departments affects overall quality performance. Analyze the role of teamwork in TQM and suggest measures to improve collaboration.