

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-4<sup>th</sup>)

**QUALITY MANAGEMENT**

Subject Code : BB-405 (2007 to 2011 Batch)

Paper ID : [C0222]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

**SECTION-A**

- a. Define quality
- b. What are the five phases of benchmarking?
- c. Objective of quality focus
- d. Relationship marketing
- e. Biased data
- f. Explain Deming's approach to quality management
- g. Concept of six sigma
- h. Brainstorming
- i. Internal audit
- j. The need for the quality systems

## **SECTION-B**

2. Explain the role of quality as a mean to profitability in present competitive era.
3. What are major contributions of quality gurus Ishikawa and Juran in field of quality in organisations?
4. Write detailed note on tools of Quality Management. Explain Kaizen in detail.
5. What is role of consultants in quality system auditing?
6. Explain Fishbone diagram and Pareto diagram as problem solving tools.
7. What are the steps in the implementation of ISO 9000 quality system? Discuss in detail.