

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-4th)
QUALITY MANAGEMENT
Subject Code : BB-405
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

1. Write briefly :

- (a) Quality.
- (b) Customer Care.
- (c) Benchmarking.
- (d) Contribution of Deming.
- (e) Unbiased data collection.

- (g) Quality consultants.
- (h) Quality and Profits.
- (i) Cost of poor quality.
- (j) Statistical methods of quality management.

SECTION-B

2. How is quality important in a competitive and global environment.
3. What is the significance of customer care and relationship marketing.
4. Discuss Juran's contribution for improvement of quality productivity and competitive positions.
5. What is ISO-9000 series standards ? Explain various steps required to implement quality management systems.
6. Explain various methods of Statistical Quality Control.
7. Explain the role of Japan and other eastern economies in the development of quality concept.