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**Question Paper Code : 91665**

B.E./B.Tech. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2019  
Sixth/Seventh/Eighth Semester

Civil Engineering

GE 6757 : TOTAL QUALITY MANAGEMENT

(Common to Aeronautical Engineering/Automobile Engineering/BioMedical Engineering/Civil Engineering/ Computer Science And Engineering/Electrical and Electronics Engineering/Electronics and Communication Engineering/Electronics and Instrumentation Engineering/ Environmental Engineering/Industrial Engineering/Industrial Engineering and Management/Instrumentation and Control Engineering/Manufacturing Engineering/Materials Science and Engineering/Mechanical Engineering/ Mechanical and Automation Engineering/Mechatronics Engineering/Medical Electronics/ Petrochemical Engineering/Production Engineering/Chemical Engineering/Fashion Technology/ Food Technology/Information Technology/ Petrochemical Technology/ Petroleum Engineering/Pharmaceutical Technology/ Plastic Technology/Polymer Technology)  
(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions.

PART – A

(10×2=20 Marks)

1. Define Quality.
2. What is Customer Satisfaction ?
3. What are the qualities of good leader ?
4. Give note on Employee Empowerment.
5. Define Benchmarking.
6. Define Six sigma.
7. Give note on Process Capabilities.
8. What are Control Charts ?
9. What is Quality Audit ?
10. Give note on service quality.



## PART – B

(5×13=65 Marks)

11. a) Enumerate on the Framework of TQM.  
(OR)  
b) Explain the Principles of Deming on Quality.
12. a) Brief on the application of Quality circles in an Organization.  
(OR)  
b) Discuss the advantages and disadvantages of Performance Appraisal ?
13. a) Explain the stages and types of FMEA.  
(OR)  
b) Discuss the types of New Management Tools in detail.
14. a) Explain the process of TPM with Business Organization of your choice.  
(OR)  
b) Brief on House of Quality with reference to IT sector.
15. a) What are the need for ISO certification in Quality System ?  
(OR)  
b) What are the challenges of TQM implementation in Service sector ?

## PART – C

(1×15=15 Marks)

16. a) Explain how you will create Quality culture with Organisation of your choice.  
(OR)  
b) "TQM is an Expense in Business Organisation" – Comment.
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