

**R09**

**Code No: C3307, C0409**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**M.Tech I - Semester Examinations March/April-2011**

**TOTAL QUALITY MANAGEMENT**

**(COMMON TO ADVANCED MANUFACTURING SYSTEMS, CAD/CAM)**

**Time: 3hours**

**Max.Marks:60**

**Answer any five questions  
All questions carry equal marks**

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- 1(a) Write a note on Product inspection Vs Process control.  
(b) Discuss the concept of TQM and its significance in business performance. [12]
- 2(a) Write a note on the communication, culture, and management systems.  
(b) What do you understand by customer satisfaction? How does it affect the marketing and sales? [12]
- 3(a) Discuss the pitfalls of bench marking.  
(b) What are the internal customer conflicts usually encountered in industry? [12]
- 4(a) Write a note on buyer – supplier relationships.  
(b) What do you understand by “Quality focus”? Explain. [12]
- 5(a) Discuss the various methods of measuring productivity.  
(b) Explain method of organizing for TQM by the systems approach. [12]
- 6(a) Write a note on Management systems vs. Technology.  
(b) What are quality circles? Explain. [12]
- 7(a) What are quality costs? How are they measured?  
(b) What is the use of quality cost information in improving the business performance of the organization? [12]
- 8(a) What are the benefits of ISO 9000 certification? Explain.  
(b) What is third party audit? How is it done? [12]

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