



University of Kelaniya - Sri Lanka
Centre for Open and Distance Learning



Faculty of Commerce and Management Studies
Bachelor of Business Management (General) Degree

Year III Examination (External) – 2008

BMGT 33035 – Total Quality Management

No. of questions: 07

Time: 03 Hours

Instructions for the Candidates:

- 1) Section - 1 is compulsory.
- 2) Answer any three (03) questions from Section – 2

Answer four (04) questions altogether

Section – 1

- 1)
 - I What are the Deming's Principles of Quality?
 - II Write a short note on "Quality"
 - III Define Process redesign
 - IV What are the benefits of process redesigning ?
 - V Write a short note on Just in Time (JIT).
 - VI Enlist the obstacles for TQM.
 - VII What is Kaizen?
 - VIII Why is the employee involvement is important in building a Quality organization?
 - IX Write a short note on Quality Control.
 - X Write a short note on Internal and External Customer

(4 marks each)
(Total Marks – 40)

Section – 2

- 2)
 - a) Discuss the need and importance of Total Quality Management for business organizations.

(10 marks)
 - b) Describe how the following factors affect product quality;
 - (a) Just –in- time manufacturing (JIT)
 - (b) Preventive maintenance

(10 marks)

(10 marks)
(Total Marks – 20)

- 3) (a) What are the limitations of using “Benchmarking”? (10 marks)
- (b) Explain the stages to be followed in setting up a Benchmarking program (10 marks)
- (Total marks - 20)**
- 4) a) What are the humanistic elements of TQM? Discuss. (10 marks)
- b) “The primary objective of quality is to give value to the customer”. Evaluating this statement, discuss the ways in which a firm can give more value for its customers. (10 marks)
- (Total Marks – 20)**
- 5) (a) Explain the reasons that lead to become Total Quality Management (TQM) implementations a failure. Whom do you think responsible for such failures? (10 marks)
- (b) Discussing why TQM has been gaining popularity and then comment on this taking the Sri Lankan situation into consideration. (10 marks)
- (Total Marks – 20)**
- 6) a) Which of the quality gurus, in your view, have most significantly influenced the quality movement since World War II? Briefly explain the main points of the contribution of one such guru. (10 marks)
- b) Explain briefly the meaning of this statement: “Quality drives the productivity machine” (10 marks)
- (Total marks - 20)**
- 7) Write short notes on any four (4) of the following:
- (a) Pereto Diagram
 - (b) Cost of Quality
 - (c) Six Sigma
 - (d) Sri Lanka National Quality Award
 - (e) 5 S Method
 - (f) Service Quality Ladder
- (5 marks for each)**
(Total marks - 20)