



UNIVERSITY OF KELANIYA – SRI LANKA

Centre for Distance and Continuing Education

Faculty of Commerce & Management Studies

Bachelor of Business Management (General) Degree Third Examination (External) – 2011

December 2013

BMGT E 3035 – Total Quality Management

No of questions – 07

Time: 03 Hours

Answer any five (05) questions.

Each question carry equal marks
Graph papers are provided.

- (01) a) Define the term "quality" and "Total Quality Management".
(10 marks)
- b) What is meant by "quality costs"? Give appropriate examples of internal failure costs and external failure cost.
(10 marks)
(Total Marks 20)
- (02) a) List and discuss the dimensions of quality in detail.
(10 marks)
- b) What are basic concepts of TQM? Explain.
(10 marks)
(Total Marks 20)
- (03) a) Explain the contribution of the Deming Philosophy for improving quality, productivity and competitiveness.
(10 marks)
- b) What are the barriers for implementing TQM in industry? Explain.
(10 marks)
(Total Marks 20)
- (04) a) Explain the roles of senior management in successful implementation of TQM.
(10 marks)
- b) Define Employee Empowerment and explain benefits of empowerment.
(10 marks)
(Total Marks 20)

- (05) a) Who are the customers? Explain the roles of different types of customers in a TQM effort.
(10 marks)
- b) Explain the customer – supplier chain model.
(10 marks)
- (Total Marks 20)

- (06) a) What are the basic ways for a continuous process improvement? Explain.
(10 marks)
- b) An organization that fills shampoo tries to maintain a specific weight of the product. The table below gives weight of 110 bottles that were checked at random intervals. Make a tally of these weights and construct a frequency histogram.

(weights in kg)

6.00	5.98	6.01	6.01	5.97	5.99	5.98	6.01	5.99	5.98	5.96
5.98	5.99	5.99	6.03	5.99	6.01	5.98	5.99	5.97	6.01	5.98
5.97	6.01	6.00	5.96	6.00	5.97	5.95	5.99	5.99	6.01	5.98
6.01	6.03	6.01	5.99	5.99	6.02	6.00	5.98	6.01	5.98	5.99
6.00	5.98	6.05	6.00	6.00	5.98	5.99	6.00	5.97	6.00	6.00
6.00	5.98	6.00	5.94	5.99	6.02	6.00	5.98	6.02	6.01	6.00
5.97	6.01	6.04	6.02	6.01	5.97	5.99	6.02	5.99	6.02	5.99
6.02	5.99	6.01	5.98	5.99	6.00	6.02	5.99	6.02	5.95	6.02
5.96	5.99	6.00	6.00	6.01	5.99	5.96	6.01	6.00	6.01	5.98
6.00	5.99	5.98	5.99	6.03	5.99	6.02	5.98	6.02	6.02	5.97

(10 marks)

(Total Marks 20)

- (07) a) What is Benchmarking and list and explain benefits of benchmarking.
(10 marks)
- b) Explain the step by step procedure of implementing a benchmarking process in an organization.
(10 marks)
- (Total Marks 20)