

**B.Tech. SEM -V Electrical 2014 Course (CBCS) : SUMMER - 2019**  
**SUBJECT -ELECTIVE-I TOTAL QUALITY MANAGEMENT**

Day: Wednesday  
Date: 15/05/2019

S-2019-2669

Time: 10.00 AM TO 01.00 PM  
Max. Marks: 60

**N.B.:**

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Assume suitable data if necessary.

**Q.1** Discuss the concept of Quality in Manufacturing and Service Sector. (10)

**OR**

**Q.1** Justify various definitions of Quality with suitable examples. (10)

**Q.2** Compare Juran's Philosophy of Quality with Crosby's Philosophy of Quality. (10)

**OR**

**Q.2** Describe Malcolm Bridge National Quality Award. Enlist three companies who have received this award. (10)

**Q.3** List various Customer Relationship Management Techniques. Describe any one. (10)

**OR**

**Q.3** Explain the concept of Customer Driven Quality Cycle. (10)

**Q.4** Explain bench marking with reference to objectives, reasons and need. (10)

**OR**

**Q.4** List seven traditional tools of quality. Explain anyone tool with example. (10)

**Q.5** Explain Total Productive Maintenance (TPM) with reference to concept, benefits and improvement needs. (10)

**OR**

**Q.5** Write a detailed note on Cost of Quality. (10)

**Q.6** Explain ISO 14000 Quality System. State its merits and demerits. (10)

**OR**

**Q.6** State the ISO 9000 Series and its applicability to various industries. Explain the elements of ISO 900 Quality System. (10)