

**2MARK QUESTIONS WITH ANSWERS**

**1.What is needed for a leader to be effective?**

To be effective, a leader needs to know and understand the following:

- People, paradoxically, need security and independence at the same time.
- People are sensitive to external rewards and punishments and yet are also strongly self-motivated.
- People like to hear a kind word of praise.
- People can process only a few facts at a time; thus, a leader needs to keep things simple.
- People trust their gut reaction more than statistical data.
- People distrust a leader's rhetoric if the words are inconsistent with the leader's actions.

**2. What is the important role of senior management?**

- Listening to internal and external customers and suppliers through visits, focus groups and surveys. Communication.
- To drive fear out of the organization, break down barriers, remove system roadblocks, anticipate and minimize resistance to change and in general, change the culture.

**3. What are the various quality statements?**

- Vision Statement
- Mission Statement
- Quality Policy Statement

**4. Give the basic steps to strategic quality planning?**

- Customer needs
- Customer positioning
- Predict the future
- Gap analysis
- Closing the gap
- Alignment
- Implementation

**5.What is a mission statement?**

The mission statement answers the following questions: who we are, who are the customers, what we do, and how we do it.

**6. What is a vision statement?**

The vision statement is a declaration of what an organization should look like five to ten years in a future.

**7.What are the important factors that influenced purchases?**

- Performance
- Features
- Service
- Warranty
- Price
- Reputation

**8.Give the need for a feedback in an organization?**

- Discover customer dissatisfaction.
- Discover relative priorities of quality.
- Compare performance with the competition.
- Identify customer's needs.
- Determine opportunities for improvement.

**9.List the tools used for feedback?**

- A Comment cards
- A Surveys
- A Focus groups
- A Toll-free telephone lines
- A Customer visits
- A Report cards
- A The internet
- A Employee feedback
- A American Customer Satisfaction Index

**10.What are the activities to be done using customer complaints?**

- Investigate customer's experience by actively soliciting feedback, both positive and negative, and then acting on it promptly.
- Develop procedures for complaint resolution that include empowering front-line personnel.
- Analyze complaints, but understand that complaints that do not always fit into neat categories.
- Work to identify process and material variations and then eliminate the root cause. "More inspection" is not corrective action.
- When a survey response is received, a senior manager should contact the customer and strive to resolve the concern.
- Establish customer satisfaction measures and constantly monitor them.
- Communicate complaint information, as well as the results of all investigations and solutions, to all people in the organization.

- Provide a monthly complain report to the quality council for their evaluation and, if needed, the assignment of process improvement teams.
- Identify customer“ s expectations beforehand rather than afterward through complaint analysis.

**11. Define customer retention?**

- Customer retention represents the activities that produce the necessary
- customer satisfaction that creates customer loyalty, which actually improves the bottom line. It is the nexus between the customer satisfaction and the bottom line

**12. Define Employee Involvement?**

Employee involvement is a means to better meet the organization“ s goals for quality and productivity at all levels of an organization.

**15. State Maslow’s Hierarchy of Needs?**

Level 1 : Survival

Level 2 : Security

Level 3 : Social

Level 4 : Esteem

Level 5 : Self-actualization

**14. State Frederick Herzberg’s Two-factor theory?**

Herzberg found that people were motivated by recognition, responsibility, achievement and the work itself.

**15. Define Empowerment?**

Empowerment means invest people with authority. Its purpose is to tap the enormous reservoir of creativity and potential contribution that lies within every worker at all levels. Empowerment is an environment in which people have the ability, the confidence, and the commitment to take the responsibility and ownership to improve the process and to initiate the necessary steps to satisfy customer requirements within well defined boundaries in order to achieve organizational values an goals.

**16. What are the three conditions necessary to create the empowered environment?**

- Everyone must understand the need for change.
- The system needs to change for the new paradigm
- The organization must enable its employees

**17. What are the types of teams?**

- Process improvement team
- Cross-functional team
- Natural work teams

- Self-directed/self-managed work teams

**18. What are the characteristics of successful teams?**

- Sponsor
- Team charter
- Team composition
- Training
- Ground rules
- Clear objectives
- Accountability
- Well-defined decision procedures
- Resources
- Trust
- Effective problem solving
- Open communications
- Appropriate leadership
- Balanced participation
- Cohesiveness

**19. What are the decision-making methods?**

- Non decision
- Unilateral decision
- Handclasp decision
- Minority-rule decision
- Majority-rule decision
- Consensus

**20. What are the stages of team development?**

- Forming
- Storming
- Norming
- Performing
- Adjourning

**PART B QUESTIONS**

1. Explain Juran trilogy for Continuous Process Improvement? (16)
2. Explain the PDSA cycle? (16)
3. Explain Kaizen principle? (16)
4. Explain how the employee will be involved in doing a process? (16)
5. Explain the important role of senior management?
6. Explain the various quality statements?