

BA5107 Total quality management

2mark Question with Answer

Unit-I

Introduction

1. Define quality?

According to ISO 9000 to 2000 quality is defined as “the degree to which a set of inherent characteristics fulfills requirements”.

Total quality management is the art of managing the whole to achieve excellence. $Q = P/E$

Where, Q = Quality

P = performance

E = Expectations

2. List the dimension of quality?

- Performance
- Features
- Conformance
- Reliability
- Durability
- Service
- Response
- Aesthetics
- Reputation

3. Define quality costs?

Quality costs are defined as those costs associated with the non-achievement of product/ service quality as defined by the requirements established by the organization and its contracts with customers and society.

4. List the elements categories of quality costs?

- Cost of prevention

- Cost of appraisal
- Cost of internal failures
- Cost of external failures

5. What is meant by cost of prevention?

Prevention costs are the costs that are incurred on preventing a quality problem from arising.

6. List any four elements of cost of prevention?

Cost of prevention includes:

- Cost of quality planning
- Cost of documenting
- Process control cost
- Cost of training
- Cost associated with preventing recurring defects, etc.

7. What do you mean by cost of appraisal?

Appraisal costs are the costs that are incurred in assessing that the products/ services conform to the requirements.

8. What are the costs of appraisal?

Cost of appraisal includes:

- Cost of receiving test and equipment
- Cost of laboratory acceptance testing
- Cost of installation testing
- Cost of installation and commissioning
- Cost of maintenance and calibration of testing and inspecting equipment's.

9. What is meant by cost of internal failures?

The costs associated with defective products, components and materials that fail to meet quality requirements and result in manufacturing losses are called as cost of internal failures. These costs are linked to correcting mistakes before delivery of the product.

10. List the components of cost of internal failures?

Cost of internal failures includes:

- Cost associated with scrap and rejects
- Cost of repair and rework
- Cost of design changes
- Cost of trouble shooting
- Cost of re-inspection and retesting, etc.

11. What is meant by cost of external failures?

Cost of external failures consists of the costs which are generated because of defective products being shipped to customers. These costs are associated with the adjustments of malfunction after delivery of the product.

12. Name any four elements of cost of external failures?

Cost of external failures includes:

- Cost of processing complaints from customers
- Cost of commissioning failures
- Cost of servicing or replacing the defective items
- Cost of guarantee and warranty claims
- Cost of lost good will of customers, etc.

13. What are the techniques commonly used for analyzing the quality costs?

The techniques used for analyzing the quality costs are:

- i. Trend analysis
- ii. Pareto analysis

14. Define TQM?

Total quality management is the management approach of an organization, centered on quality, based on the participation of all its members and aiming at long-term success through customer satisfaction, and benefits to all members of the organization and society.

15. What are the six basic concepts that a successful TQM programme require?

- Top management commitment
- Focus on the customer
- Effective employee involvement
- Continuous improvement
- Treating suppliers as partners
- Establishing performance measures

16. What are the elements of TQM?

Three elements of TQM include:

i. The philosophical element:

It includes leadership, continuous improvement, employee participation and development, design quality and prevention, partnership development, etc.

ii. The generic tools:

This includes SPC tools, QFD, new seven management tools, and FMEA.

iii. QC department:

It consists of SQC methods, bench-marking, Taguchi methods, and TPM.

17. What are the pillars of TQM?

- a. Problem solving discipline
- b. Interpersonal skills
- c. Team work
- d. Quality improvement process

18. List out any four barriers to TQM implementation?

- a. Lack of management commitment
- b. Lack of employees' commitment
- c. Lack of effective communication
- d. Lack of continuous training and education

19. What is meant by customer retention?

Customer retention is the process of retaining the existing customers.

20. Tabulate the tangible and intangible benefits of TQM?

Tangible Benefits	Intangible benefits
Improved products quality	Improved employee participation
Improved productivity	Improved team work
Reduced quality costs	Improved working relationships
Increased market and customers	Improved customer satisfaction
Increased profitability	Improved communication
Reduce employee grievances	Enhanced problem solving capacity
	Enhancement of job interest
	Better company image

21. Who are internal and external customers?

The customers inside the company are called internal customers, where as the customers outside the company are called external customers.

22. What are the customers perception on quality?

The six important customers perception are:

1. Performance
2. Features
3. Service
4. Warranty
5. Price
6. Reputation

23. List the various tools used for collecting customer complaints?

The various tools used are:

1. Comment card
2. Customer questionnaire
3. Focus groups
4. Toll-free telephone numbers
5. Report cards
6. The internet and computer